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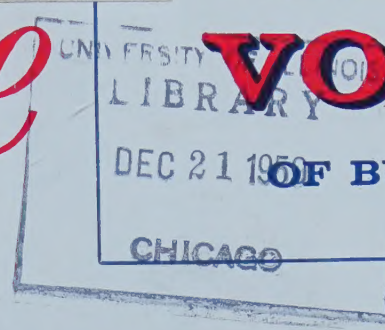
CHICAGOLAND

# Commerce

VOICE

OF BUSINESS

DECEMBER 1959 • 35 Cents



## SEASON'S GREETINGS

*Chicago Association of Commerce and Industry*



Yours for the asking--

**EXPERT**

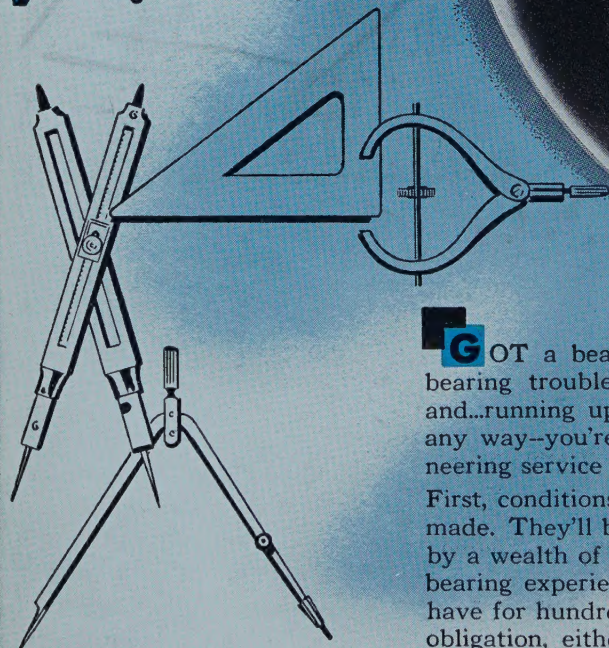
# Bearing Engineering Service

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TO YOU!**

➡ **REDUCES MAINTENANCE**  
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➡ **MINIMIZES DOWN-TIME**  
--lower labor costs

➡ **INCREASES PRODUCTION**  
--higher unit output



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## MEETING *of* MINDS!

Each of these men has an expert mind in his field—administrative, sales, finance, raw materials, production. Each contributes years of practical experience, rigorous theoretical knowledge and proven executive ability. Together they constitute Inland Steel Company's Products and Facilities Planning Committee—keeping a watchful eye on consumer and industrial trends and requirements, guiding the company's development and expansion.

To their attention are brought market studies, design forecasts, new product possibilities, material resource potentials, new production methods, future equipment needs. They are excellent listeners, they travel often to see for themselves, and they are doers—initiating programs which have upped Inland's steelmaking capacity 15% to 6,500,000 ingot tons in just three short years.

The work of this committee, like the future of America's expanding economy, is never ending. Keeping pace with midwest industrial growth, Inland completes each stage in its expansion plan and looks ahead . . . for the next job.



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**CHICAGOLAND VOICE OF BUSINESS**

The March Issue of COMMERCE MAGAZINE has come to be known over the years as the most comprehensive and accurate statistical review of business published anywhere in the entire Chicagoland industrial area. For this reason, its illustrative charts, facts, and figures are referred to time and again months after its date of issue by the industrial, corporate, and management executives who comprise COMMERCE'S quality readership.

This 20th Annual Edition will review 18 major industries in more than 100 pages. The extensive readership enjoyed by this Issue, its extended use as a reference guide plus the more than 1,500 extra copies (above our regular monthly circulation) which we have to print to cover additional requests for the book later in the year, makes it an advertising bargain.

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# Commerce

CHICAGOLAND  
**VOICE**  
OF BUSINESS

Volume 56 • Number 11 • December, 1959

## In This Issue

Beginning on page 14 pictures and text tell the story of the fabulous fifties in the Chicago Metropolitan area. This summary of the advances made during the decade required the services of all the Division Directors of the Chicago Association of Commerce and Industry to gather all the facts and figures on which the article is based. Aside from its purely historical interest, the story provides some guideposts to probable future developments in virtually all areas of the city's life.

\* \* \*

For what probably lies immediately ahead, see the forecasts for 1960 by five of Chicago's most respected and authoritative economists beginning on page 18. There is also a tabulation of a survey made by the Association's Business, Research and Statistics Division among member firms to determine the viewpoints of leading business executives on business prospects for the next twelve months. This appears on page 19.

\* \* \*

Automation will bring faster mail service very shortly in the Chicago area and in other sections of the country. Phil Hirsch reveals plans for new equipment and new methods of the Post Office Department in a comprehensive account starting on page 20.

\* \* \*

On page 23, Roland Edwards tells of the rise of salesmanship on wheels — use of trucks and trailers to merchandise almost every conceivable product and service. In case histories, he summarizes successes and points out the pitfalls and some of the reasons for failures suffered by some firms which took the highways and byways to sell.

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# Telephone Planning

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Homebuyers like the idea of having concealed wiring and convenient outlets for extension phones throughout the house. They are quick to see that the additional outlets will allow them to add new color extension phones whenever and wherever they want to.

These new selling features are inexpensive to have installed while you're building.

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ILLINOIS BELL

TELEPHONE







Thomas H. Coulter



Dear Member:

In retrospect, 1959 has been a monumental year of accomplishment for the Chicago area...and the fifties a decade of fabulous progress. Division Directors of the Association review the highlights of the decade in this issue...five of the area's most respected economists forecast bright prospects for 1960...and an Association survey shows that a large majority of the area's firms anticipate greater sales in 1960 than in 1959.

As we enter a new decade in a general atmosphere of optimism based on the many factors now at work to make Chicago far greater than most of us even dared to dream a short ten years ago...we are aware that these good things will not just happen automatically...that we must continue to work to make them come about.

One of Chicago's greatest opportunities is inherent in the coming of the St. Lawrence Seaway...opening the door of the Midwest to world trade through the Port of Chicago. As the nation's major originating area for exports...we should resolve to make the greatest possible use of this tremendous advantage to fully develop Chicago's potential as a major center of world trade.

All Chicago area manufacturers might well consider making a New Year's resolution to do something about developing new export business...to make the "Made in Chicago" label an around-the-world symbol of quality and service.

For...world trade is a two-way street...and exports must pour out from the Midwest as imports increase. For the first time in many years this nation's foreign trade is in balance...and we face the first real threat of foreign competition. For the first time in over a century, Britain has a favorable trade balance with the United States...and the Western European nations and Japan have become tough competitors.

In the national interest...Chicago area manufacturers now must begin to export their products in greater volume than ever before. The opportunities are present...and Chicago is the world's greatest transportation and distribution center. The means are at hand...and Chicago has the ingenuity and the enterprise to meet the challenge and the opportunity. The next decade can be tremendous!

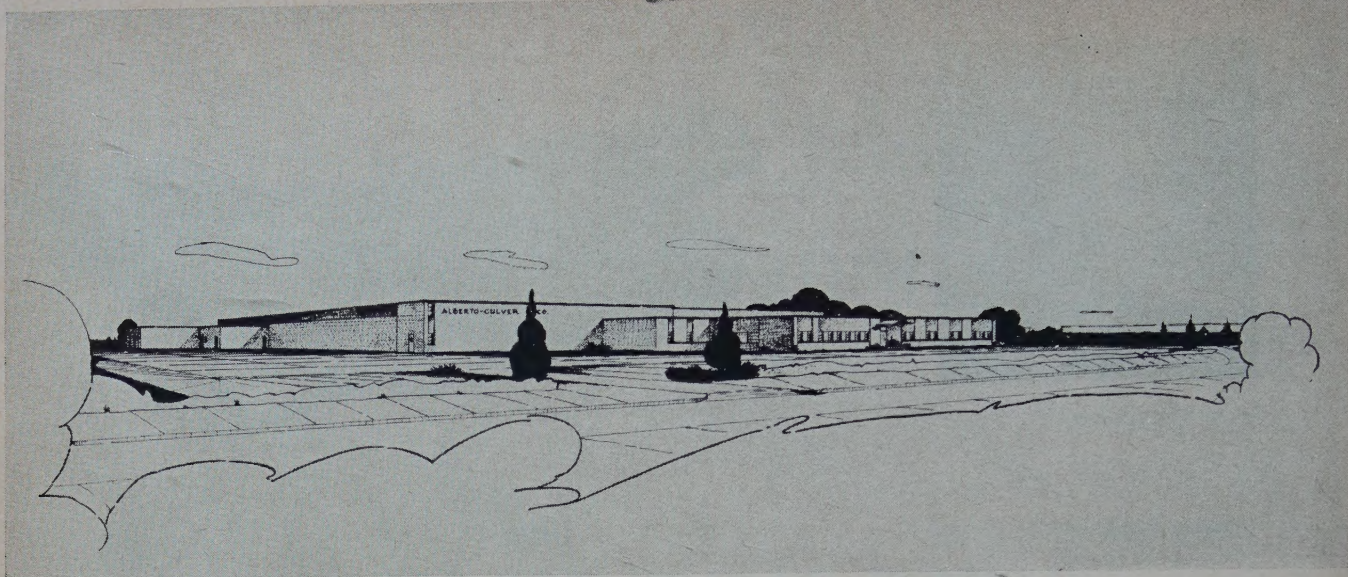
A very Merry Christmas and a most Happy, Prosperous New Year.

Sincerely,

*Thomas H. Coulter*

Chief Executive Officer, The Chicago Association of Commerce and Industry





Rendering of new plant now under construction for Alberto-Culver Co.

## MODERN PLANTS IN MODERN DISTRICTS...

Clearing Industrial District, Inc. always owns neighborhoods rather than individual sites. It gives this industrial location firm the necessary control toward developing a modern industrial district that will stay modern and streamlined. There is never the penalty incurred in picking a site among mixed occupancies.

planned to contain factories which are clean, economical, flexible, with plenty of daylight and fresh air — and consequently attractive.

Each district is planned for growing industries to prosper.

If you are thinking about a modern site and plant for your company, the four Clearing-operated manufacturing districts in the Chicago area will interest you (two more, the Montrose District, and Addison-Kedzie District have been sold out).

All have "A Clearing Development" stamp on them; this means that they are

Clearing Industrial District, Inc., has four modern industrial districts in the Chicago area. The company offers the services of a complete engineering and construction department, architect and financing on either a long term lease or purchase contract; in short, every detail toward a completed project.

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# CLEARING INDUSTRIAL DISTRICT, Inc.

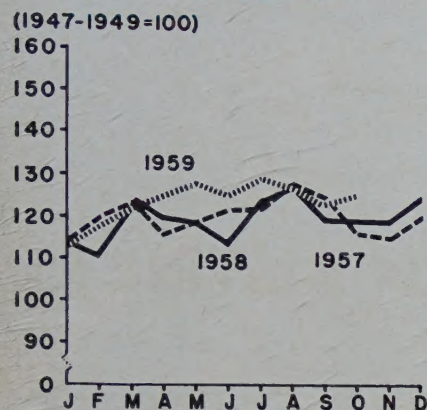
FIRST NATIONAL BANK BUILDING

CHICAGO 3, ILLINOIS



**I**NDUSTRIAL activity in the Chicago Metropolitan Area, as reflected in the index of Industrial Production, slipped about one point in October to 128.0 (1947-49=100). Effects of the steel strike simply penetrated deeper into activity. Steel Production in the Chicago Area amounted to 95,200 short tons in October. For the 10 month period through October 13,483,600 tons were produced, which compares with 13,286,900 tons produced during the comparable period in 1958. Basic steel

### DEPARTMENT STORE SALES Seasonally Adjusted



### POPULATION AND GENERAL GROWTH TRENDS:

	Oct.	Sept.	Aug.	1958 Oct.	10/59 vs 10/58 % Change	10 Months Thru October 1959	% Change From 1958
Population—Chicago (000) Estimated	3,800.3	3,798.3	3,796.4	3,776.8	+ 0.6	LM 3,800.3	+ 0.6
—Metr. Area (000) Estimated	6,674.8	6,662.9	6,651.4	6,535.2	+ 2.2	LM 6,674.8	+ 2.2
Recorded Births:							
—Chicago	8,366	8,508	8,462	8,317	+ 0.6	T 81,163	+ 1.3
—Metr. Area (5 Ill. Counties)	13,257	13,299	13,221	12,943	+ 2.4	T 126,500	+ 2.1
Recorded Deaths:							
—Chicago	3,155	2,996	3,235	3,178	- 0.7	T 32,508	- 0.1
—Metr. Area (5 Ill. Counties)	4,816	4,602	4,892	4,776	+ 0.8	T 48,970	+ 0.3
Marriage Licenses (Cook County)	3,794	4,050	4,560	3,452	+ 9.9	T 35,920	+ 3.1
Total Water Pumpage:							
—Chicago Water (000,000 Gal.)	31,108	35,616	37,643	31,502	- 1.3	T 319,855	+ 3.1
No. of Main Tel. in Service (Ill. Bell) (000)							
—Business Telephones	320.5	319.5	318.2	310.2	+ 3.3	T 320.5	+ 3.3
—Residential Telephones	1,661.9	1,652.7	1,647.6	1,610.0	+ 3.2	T 1,661.9	+ 3.2

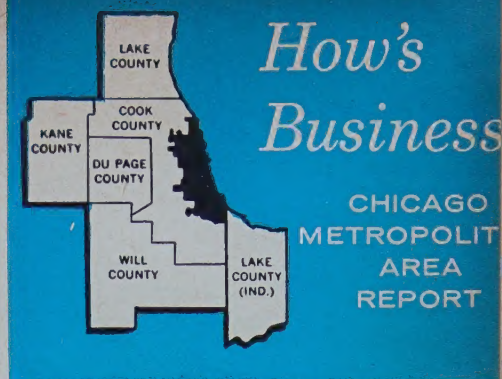
### INDUSTRY:

Index of Ind. Prod. (1947-49=100)	128.0p	129.3	130.2	125.8	+ 1.7p	A 133.2	+18.1
Steel Production (000 Tons)	95.2	90.2	91.3	1,752.8	-94.6	T 13,483.6	+ 1.5
Petroleum Refining (Jan. 1957=100)		97.3	86.7	91.8	N.A.	Ax 97.8	+ 5.3
Ind. Gas Consumed—Chgo. (000 Therms)	14,342	13,192	11,990	14,657	- 2.2	T 160,306	+14.6
Electric Power Prod. (000,000 K.W.H.)	1,831	1,784	1,964	1,787	+ 2.5	T 18,748	+10.9
Dressed Meat Und Fed. Insp. (1953=100)	64.9	63.6	57.0	86.5	-25.0	A 72.6	-13.0

### TRADE:

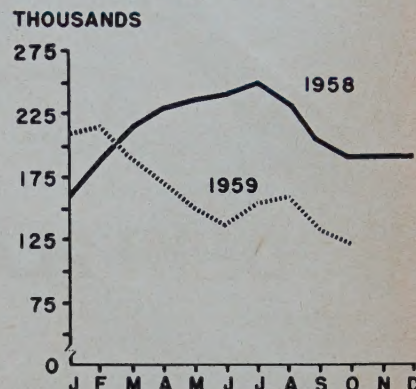
Dept. Store Indexes (1947-49=100)							
—Sales, Unadjusted	130	123	111	122	+ 6.6	A 112	+ 3.9
—Sales, Seas., Adjusted	126	122	127	119	+ 5.9	A 123	+ 3.8
—Inventories, Unadjusted	153	146	136	151	+ 1.3	A 135	+ 1.4
—Inventories, Seas. Adjusted	141	144	141	139	+ 1.4	A 136	+ 1.3
Retailer's Occupation Tax Collections (Municipal Tax Excluded) (000)							
—Chicago Metr. Area (5 Ill. Counties)		\$ 17,224	\$ 21,951	\$ 15,253	N.A.	Tx \$152,773	+ 8.2
—Chicago		\$ 10,775	\$ 13,337	\$ 9,535	N.A.	Tx \$ 96,449	+ 6.3
Consumer Price Index (1947-49=100)							
All Items—Chicago	129.3	129.2	128.3	127.3	+ 1.6	A 127.9	+ 0.7
New Passenger Car Sales—No. Cars (R. L. Polk)		28,940	23,125	13,635	N.A.	Tx 233,844	+41.5
Steel Imports—Waterborne (sh. tons)	28,290	18,573	27,803	N.A.	N.A.	N.A.	N.A.
Total Waterborne Imports (sh. tons)		40,044	65,427	N.A.	N.A.	Tx 261,592	+129.8
Total Waterborne Exports (sh. tons)		55,219	59,175	N.A.	N.A.	Tx 270,222	+175.7

T=Total of 10 months. Tx=Total of 9 months. A=Average of 10 months. Ax=Average of 9 months. LM=Latest month. p=Preliminary. NA=Not Available. \*Total gainfully employed—approx. 3,000,000 workers. \*\*Indicates residential vacancy rate.



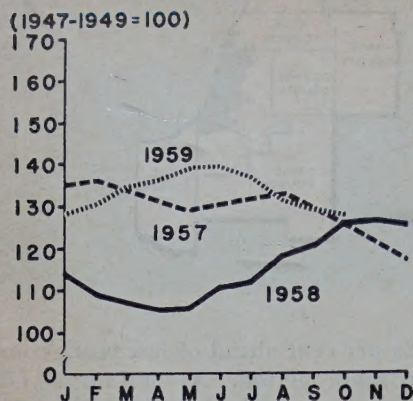
25 per cent ahead of last year's comparable period. A total of 32,173 permits were issued compared with

### UNEMPLOYMENT (Cook, DuPage and Lake, Ind.)





## INDUSTRIAL PRODUCTION

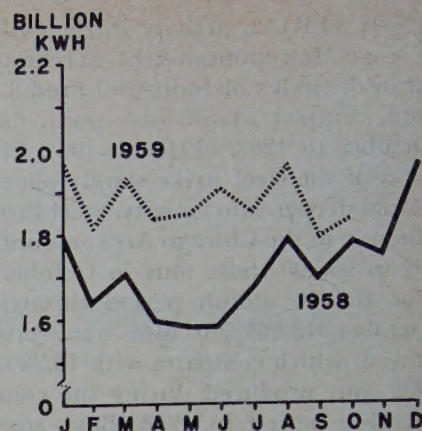


25,803 last year. Apartment building permits through October amounted to 11,125, a 55 per cent gain over the first ten months of 1958. Industrial plant investment has also shown substantial gains over 1958.

### Check Book Spending

Business and personal check book spending in the Chicago Area as reflected by daily average bank debits, was 5 per cent over a year ago in October.

## ELECTRIC POWER PRODUCTION



### EMPLOYMENT AND PAYROLLS:

Non-Agric. Wage and Salary Workers—

	Oct.	1959 Sept.	Aug.	1958 Oct.	10/59 vs 10/58 % Change	10 Months Thru October 1959	% Change From 1958
Number (000)	N.A.	N.A.	N.A.	2,507.1	N.A.	N.A.	N.A.
—Manufacturing (000)	N.A.	N.A.	N.A.	932.7	N.A.	N.A.	N.A.
—Non-Manufacturing (000)	N.A.	N.A.	N.A.	1,574.4	N.A.	N.A.	N.A.
Total Unemp. (Est. Mid Month) (000)	120	130	160	190	-36.8	A 164	-23.6
(Cook, DuPage Cos., Ill. and Lake Co., Ind.)							
Insured Unemployment Cook and DuPage Counties (000)	32,900	33,162	36,560	59,008	-44.2	A 50,670	-41.2
Families on Relief (Cook Co.)	38,775	39,779	40,345	27,476	+41.1	A 38,300	+40.6

### CONSTRUCTION AND REAL ESTATE:

All Building Permits—Chicago	2,419	2,677	3,077	2,687	-10.0	T 24,740	+ 0.8
—Cost (000)	\$ 27,206	\$ 34,811	\$ 39,112	\$ 24,391	+11.5	T \$256,120	-23.1
Dwelling Units Auth. by Bldg. Permits	3,313	4,084	3,598	4,426	-25.1	T 43,298	+31.3
—Single Family Units (Number)	2,480	2,920	2,847	3,519	-29.5	T 32,173	+24.7
—Apartment Units (Number)	833	1,164	751	907	- 8.2	T 11,125	+55.1
Construction Contracts Awarded							
—All Contracts (000)	N.A.	\$159,800	\$157,107	\$120,552	N.A.	Tx \$1,196,934	+17.6
—Non-Residential Contracts (000)	N.A.	\$ 59,683	\$ 55,130	\$ 31,906	N.A.	Tx \$382,681	+ 5.8
—Commercial Contracts (000)	N.A.	\$ 20,879	\$ 13,116	\$ 10,979	N.A.	Tx \$120,545	+15.1
Vacant Industrial Bldgs. (1954-55=100)	85.4	81.3	89.6	86.4	- 1.2	A 91.4	+ 9.5
Idle Electric Meters (% of All Meters)**	2.12	1.98	1.95	N.A.	N.A.	N.A.	N.A.
Industrial Plant Investment (000)	\$ 16,812	\$ 21,290	\$ 12,142	\$ 15,625	+ 7.6	T \$248,603	+54.5
Construction Cost Index (1913=100)	654	654	655	631	+ 3.6	A 640	+ 2.6
Structures Demolished—City of Chgo.	213	489	651	141	+51.1	T 2,823	+99.2
Real Estate Transfers—Cook County	6,219	7,119	6,891	7,665	-18.9	T 64,131	+21.5
—Stated Consideration (000)	\$ 2,857	\$ 4,327	\$ 3,850	\$ 5,240	-45.5	T \$ 34,853	-12.2

### FINANCE:

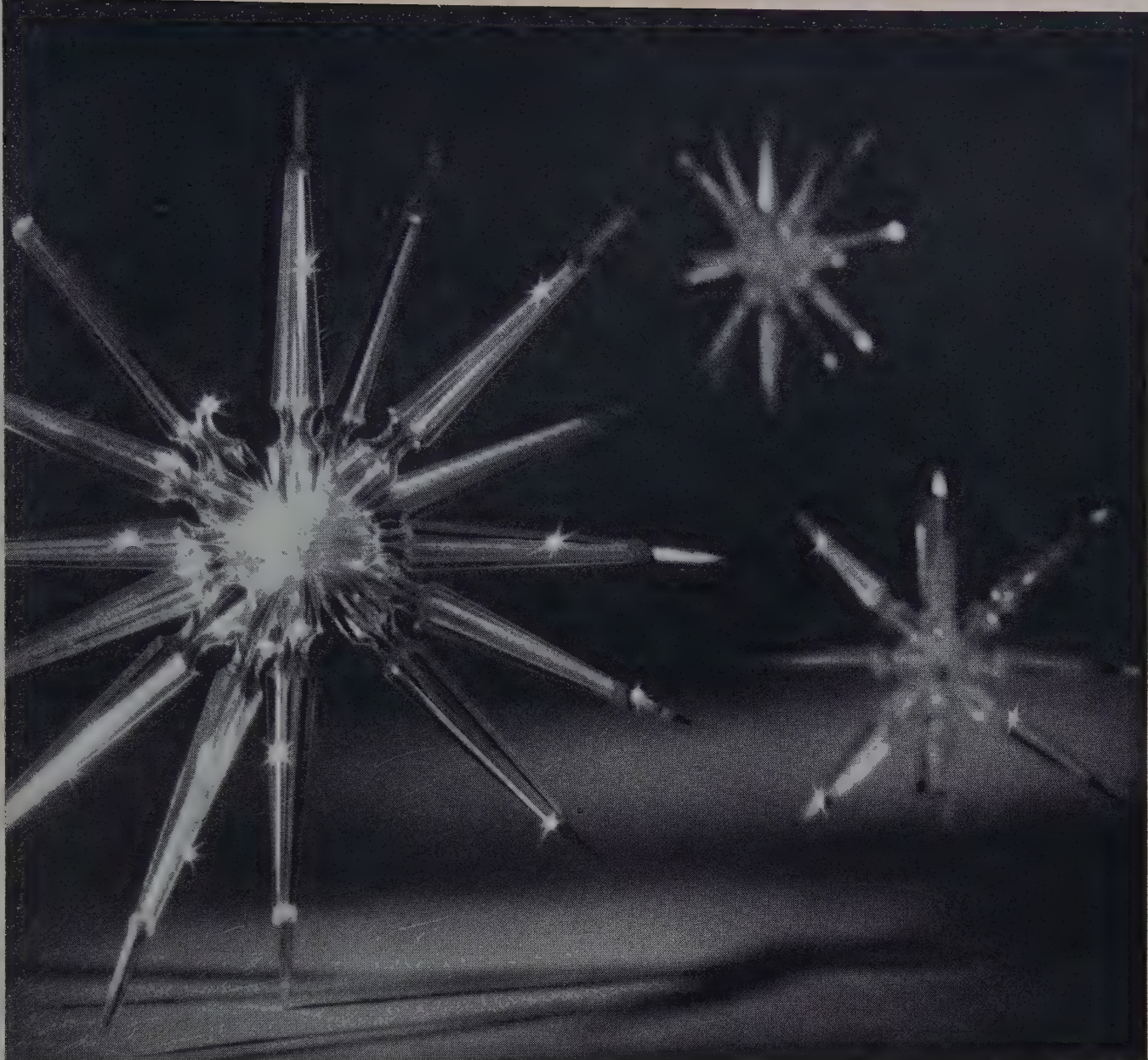
Fed. Res. Member Banks in Chicago							
—Demand Deposits (000,000)	\$ 4,281	\$ 4,243	\$ 4,236	N.A.	N.A.	N.A.	N.A.
—Time Deposits (000,000)	\$ 1,853	\$ 1,844	\$ 1,850	N.A.	N.A.	N.A.	N.A.
—Loans Outstanding (000,000)	\$ 4,249	\$ 4,267	\$ 4,216	N.A.	N.A.	N.A.	N.A.
—Commer. and Ind. Loans (000,000)	\$ 2,536	\$ 2,585	\$ 2,531	N.A.	N.A.	N.A.	N.A.
Bank Debits—Daily Average (000)	\$707,142	\$715,586	\$693,696	\$674,759	+ 4.8	A \$719,813	+12.0
Chicago Bank Clearings (000,000)	\$ 5,407	\$ 5,267	\$ 5,583	\$ 5,415	- 0.1	T \$ 54,250	+10.8
Insured Sav. & Loan Assoc.—Cook Co.							
—Savings Receipts (000,000)	\$ 114.2	\$ 110.8	\$ 114.9	\$ 110.5	+ 3.3	T \$ 1,317.5	+13.7
—Withdrawals (000,000)	\$ 87.0	\$ 89.6	\$ 101.7	\$ 70.0	+24.3	T \$ 999.1	+22.6
—Mortgage Loans Orig. (000,000)	\$ 75.2	\$ 80.4	\$ 102.9	\$ 96.0	-21.7	T \$ 955.3	+26.6
Business Failures—Chicago							
—No. of Failures	22	23	25	34	-35.3	T 268	- 6.0
—Total Liabilities (000)	\$ 872	\$ 1,025	\$ 852	\$ 1,658	-47.4	T \$ 16,981	-16.5
Midwest Stock Exchange Transactions:							
—No. of Shares Traded (000)	3,536	2,506	2,311	3,293	+ 7.4	T 29,524	+28.3
—Market Value (000)	\$ 97,085	\$103,942	\$ 95,305	\$122,051	-20.5	T \$1,163,011	+42.2

### TRANSPORTATION:

Carloads of Rev. Frt. Originated	90,661	89,428	84,416	114,102		T	N.A.
Express Shipments: Rail (lbs.)	773,292	729,736	651,874	891,194	-13.2	T 7,181,388	- 3.7
Air (lbs.)	94,420	92,030	84,840	83,937	+12.5	T 834,929	+18.0
Natural Gas Dlv'd. by Pipe Line (000,000 Cu. Ft.)	29,142	27,269	28,340	25,119	+16.0	T 292,013	+15.0
Freight Originated by Common Carrier							
Intercity Trucks—(Jan. 1958=100)	128.1	124.5	119.7	120.0	+ 6.8	A 121.7	+17.4
Air Passengers: Arrivals	525,379	546,980	561,772	475,868	+10.4	T 4,907,575	+10.1
Departures	539,209	566,660	570,222	484,304	+11.3	T 4,990,301	+ 9.3
Chicago Transit Authority Passengers:							
—Surface Division (000)	37,604	35,175	33,837	38,220	- 1.6	T 360,278	+ 1.2
—Rapid Transit Division (000)	9,800	9,028	8,798	9,604	+ 2.0	T 93,738	+ 6.2
Air Mail Originated (000 Pounds)	3,368	2,892	2,764	2,910	+15.7	T 25,145	+56.2
Barge Line Freight Orig.—Tons	266,250	175,930	155,100	391,050	-31.9	T 2,500,347	-18.0

T=Total of 10 months. Tx=Total of 9 months. A=Average of 10 months. Ax=Average of 9 months. LM=Latest month. p=Preliminary. NA=Not Available. \*Total gainfully employed—approx. 3,000,000 workers. \*\*Indicates residential vacancy rate.





*A warm  
and friendly wish  
of cheer  
for Christmas  
and the coming year!*



**The First National Bank  
of Chicago**

*Dearborn, Monroe & Clark Streets  
Building with Chicago since 1863*

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# There's more than one way to Air Condition with Gas

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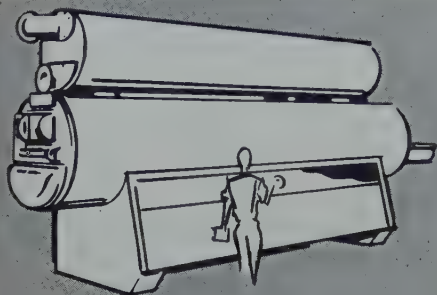
**Steam Turbine Driven Centrifugal Compressors** use high pressure steam to operate the turbine which moves the compressor. Flexibility and ease of turbine control, plus compactness make direct drive practical in many cases. Economy of operation results from the direct use of high pressure steam power generated by low-cost natural Gas.

**Natural Gas Engine Driven Compressor Units** have achieved an outstanding reputation for dependability and long service. Performance is load matched with varying speed engine and automatically unloading compressor. You get the ultimate in economical refrigeration with low-cost-natural Gas since these units use as little as 12 cubic feet per ton per hour.

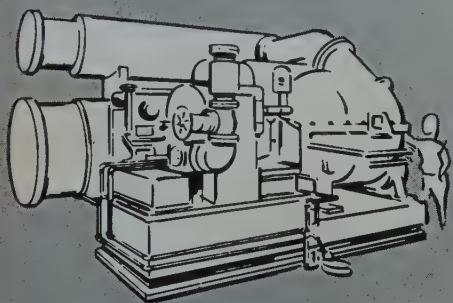
**Steam Jet Equipment** provides refrigeration through the use of direct high pressure steam power. Water is cooled by direct evaporation in a high vacuum created by steam jet boosters. Steam jet coolers have no objectionable noise or vibration and are noted for their reliability and ease of operation.

This modern air conditioning equipment is available in capacities ranging from single units of 3 to 1000 tons and over. They can be installed in multiples or in combinations to provide any amount of air conditioning required. In addition, 3½- and 5-ton direct fired central Gas units (not shown) that both heat and cool are becoming more and more popular for use in small size plant offices, branch offices and small factories.

These various types of air conditioning equipment operate on different principles, but have one thing in common . . . they all depend on Gas for economical operation. For more information on Gas air conditioning, call WAbash 2-6000. One of our engineers will be glad to discuss the application of Gas to your particular needs.



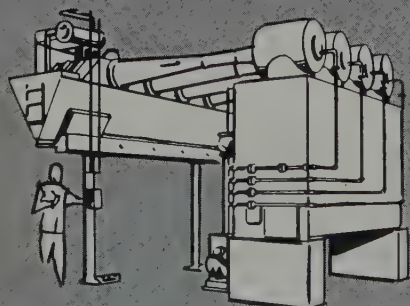
**Absorption Refrigeration**



**Steam Turbine Driven Centrifugal Compressors**



**Natural Gas Engine Driven Compressor Units**



**Steam Jet Equipment**

INDUSTRIAL DEPARTMENT

THE  
**PEOPLES GAS**  
LIGHT AND COKE COMPANY





## Midwest Success Story

On December 1 the Midwest Stock Exchange celebrated its tenth anniversary. Highlight of this happy occasion was the fact that in its latest fiscal year, which ended November 30, Midwest attained the greatest volume in its history. Thirty-three and a half million shares were traded, topping the previous all-time high set in 1958 by almost 20 per cent. Dollar volume reached \$1,365,000,000, nearly 37 per cent over the 1958 high.

These figures represent a phenomenal gain over the total trade of 7,900,000 shares for a dollar volume of \$198 million which the Chicago, St. Louis, Cleveland and Minneapolis exchanges that merged to form Midwest, had in 1949, their last year before combining.

Today the exchange has 306 member firms located in 49 states compared with 175 a decade ago. More than 200 located in 29 states are not affiliated with any other exchange. In 11 major states in mid-America with a population of nearly 50 million people — Illinois, Indiana, Iowa, Michigan, Wisconsin, Ohio, Kentucky, Missouri, Nebraska, Kansas and Minnesota — Midwest has more member firms than does any other market place. In total, Midwest member firms now maintain 1,561 offices in 423 cities. Additional offices are in 11 foreign countries and 15 cities overseas.

Such a record of growth alone would merit the highest plaudits for Midwest and the men who had the vision to organize it. But the exchange and its leadership have demonstrated qualities which, though less tangible than great growth, are certainly as important. The exchange was founded on the conviction there should be no geographical monopoly on public marketplaces. Despite the overwhelming size and dominance of the New York market, Midwest has never taken a timorous back seat attitude in its competition. Far from being a follower it has been a pioneer in an industry noted for ultra-conservatism. Among its most noteworthy firsts are the acceptance of corporations as members, clearing by mail and its own system of direct wires to members.

Many men in the financial communities of Chicago, Cleveland, St. Louis and Minneapolis have contributed to the progress of Midwest. They have solidly backed the imaginative and dedicated leadership of such men as James E. Day, the exchange's president since its beginning, and a series of able chairmen, beginning with Homer Hargrave and carrying on to the present chairman, Sampson Rogers, Jr.

These men and the others are to be congratulated for establishing the only significant regional stock market in the country. They have performed an in-

valuable service for the Midwest and Chicago. The marketplace they have built deserves the consideration of every Midwestern company of sufficient size which contemplates broadening the market for its securities by listing on a public exchange. Midwest has demonstrated that it can provide a first rate, exclusive market for the securities of qualified companies.

## Time to Revise the Calendar?

The calendar makers are out of step with the times. No longer are they rendering full public service by merely annotating Christmas, New Year's Day, Easter, Independence Day, Labor Day and Thanksgiving — and grudgingly recognizing Mother's Day and Arbor Day.

Where, oh where is the calendar which emblazons in red capital letters such important events as National Indigestion Week which begins November 20 next year? Or, for that matter, National Cage Bird Week starting the same day?

Unless the calendar makers do get into step, how is one to know that the Louisiana Yam Supper Season begins January 1, or Save the Pun Week January 3? Bachelor's Day February 29 could slide by without appropriate gifts to those hardy males who have managed to escape the noose. Admittedly, it is probable that certain of the fairer sex will see to it that Mother-in-law Day April 24 is properly observed without any help from calendar manufacturers. But what about Old Lady Day April 6? Even in Great Britain, where it originated, it's likely to pass without recognition.

And who of us wants to forget to at least smile during National Laugh Week, starting April 1 — or to crack a joke during American Comedy Week April 24?

Who wants to be caught not carrying a guitar during National Guitar Week January 17, or a ladder during National Ladder Month — all of April, or a pocketful of pencils for Pencil Week February 29, or a plentiful supply of goobers on his person between March 6 and 12, National Peanut Week?

To keep us all from being boors, it is respectfully suggested that something be done about these matters in 1961. It's too late for 1960. Calendars are now all off the press.

If anyone thinks we're kidding, we call attention to Chases' Calendar of Annual Events for 1960, published by Apple Tree Press, Flint, Michigan. Every one of these events and hundreds more are listed therein.

*Alan Sturdy*



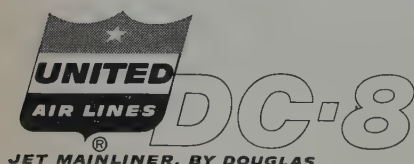
**NOW!**  
**FLY UNITED'S**  
**NEW DC-8**



**BEST OF  
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**THE BEST OF THE JETS...  
PLUS UNITED'S EXTRA CARE**



• **Motor Vehicle Registrations**—Motor vehicle registrations are expected to reach 70,416,000 for 1959, 3.1 per cent more than in 1958, according to Federal Highway Administrator Tallamy. Passenger cars are expected to total 58,591,000 this year, up 3 per cent over 1958. Trucks and buses will number about 11,825,000, a gain of 3.5 per cent.

• **Who Owns Pension Funds?**—Pension funds in private industry, growing at the rate of over \$4 billion annually and today totaling more than \$39 billion are a major force in the evolution of a new American capitalism marked by the rapid institutionalization of the ownership of property, says a report of the Twentieth Century Fund. Paul P. Harbrecht S. J., author of the report, points out that pension funds represent vast aggregations of wealth that are neither public nor private property. The report contends that such a phenomenon in a capitalist society which has traditionally considered the distinction between public and private ownership to be adequate and complete, challenges us to find a rational framework to accommodate it.

• **Publication Guide**—The 8th annual edition of Bacon's Publicity Checker, 14 E. Jackson Boulevard, Chicago, includes a revision service. The service was added because of the many changes which take place in business, trade, consumer and farm publications during the year. The 1960 edition contains 3601 changes in listing information. Revisions will be sent out in February, May and August.

• **Small Business Investments**—The First Chicago Small Business Investment Corporation, first to be licensed to do business in the Chicago area under terms of the Small

Business Investment Act of 1958, was launched November 2. The new company has as officers Ralph A. L. Bogan, Jr., President; and Samuel H. Young, attorney and former securities commissioner for the State of Illinois.

• **Dyeing to be Beautiful**—Here are some figures to curl a man's crew cut. Chicagoland women are now spending over 2½ million dollars in weekly beauty salon appointments, according to the Chicago and Illinois Hairdressers Association. Hair-coloring, alone, this year will cost Chicago women more than \$37 million. The woman who doesn't have her hair bleached, stripped, tipped, tinted, or rinsed is the exception, the Association said in announcing availability of a speakers' bureau of beauty counselors to address women's groups on "good grooming at no charge."

• **Advancing Science**—The American Association for the Advancement of Science will hold its 126th meeting in Chicago December 26-31. All 18 Sections of the Association will have programs and approximately 90 affiliated societies will participate in the first meeting of its kind in Chicago in 12 years. All branches of science will be represented.

• **Monthly Income from Savings Accounts**—What is believed to be the first savings plan which gives interest earnings to depositors in monthly installments is now offered by the Exchange National Bank of Chicago. It is a combination of an interest earnings savings account based on an annual 3 per cent interest rate and an income-producing capital investment program. Minimum deposit required is \$3,000. There is no limit to the amount

(Continued on page 40)





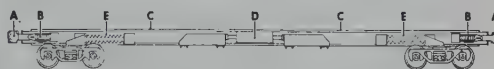
**PARTNER IN AMERICA'S  
NEW GROWTH**

# SHOCK CONTROL

**A SMOOTHER RIDE**

XXW	10-8
KW	9-8
IL	60-8
IV	9-2
TH	10-6

#### HOW SHOCK CONTROL DEVICE WORKS



During switching of box cars in freight yards, and in their movements en route, they are sometimes subject to impacts at A. The shock is reduced by the draft gear B as it travels along the floating sill C into the shock-absorbing unit D. At D the action of this ingenious high-pressure hydraulic cylinder absorbs the shock and prevents serious damage to the load from impacts up to 12 miles per hour. Spring E resets the device.

## Box cars that “roll with the punch”

They are called Shock Control cars.

Developed by Santa Fe, they have an ingenious hydraulic device that absorbs shocks and jolts and helps keep fragile merchandise free of damage.

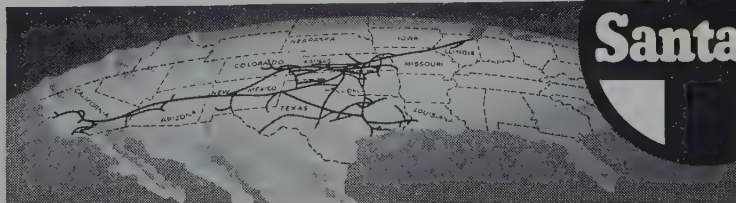
Santa Fe now has 500 of these cars in service and is building 1,200 more of them in its shops in a

constant effort to provide reliable and dependable service for America's shippers.

The Shock Control car-building program is part of a \$60,000,000 investment that Santa Fe is making in new equipment and facilities this year to help meet the transportation needs of a growing America.

For fast, dependable freight service, just call  
**SANTA FE SYSTEM LINES**

*Longest railroad in the U.S.A...  
Always on the move toward a better way*









# Chicago's Fabulous Fifties



Executive House towers high above busy Wacker Drive

By CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY DIVISION DIRECTORS

Arthur Schwietert, *Transportation*; Hayward H. Hirsch, *Community Development*; Preston Peden, *Governmental Affairs*; Robert Bean, *World Trade*; Paul Kunning, *Commercial Development*; Jessie Jacobs, *Health, Education and Welfare*; DeVer Sholes, *Business Research and Statistics*; Charles Willson, *Industrial Development*; Richard Revnes, *Chicago International Trade Fair*; Alan Sturdy, *Publications*; Robert Cunningham, *Public Relations*

*The following article is based on a compilation of material prepared by the authors, correlated to present an over-all view of the most significant areas of progress during the decade now drawing to a close. Just a mere listing of all advances made would require more space than is available in the pages of this magazine. Therefore, this account is confined to a broad general narrative of accomplishments ad-*

*judged to be most meaningful to the general welfare of all who live and work in what FORTUNE MAGAZINE calls "the most exciting city in America today."*  
—Ed.

**T**O UNDERSTAND what the future may hold, Metropolitan Chicago might well pause at decade's end to take stock of where it stands today in comparison with where it was on the eve of the 1950's. For, it has been said, coming events cast their shadows before them. If this be true, then the eight-county Chicago Metropolitan "Complex" is on the threshold of the greatest period of expansion and economic progress in history.

Much of what actually has been achieved in the past ten years came about as the result of groundwork laid in previous decades. Much of what is to be achieved in the next ten years will come about as the result of foundations built in the 50's.

Chicago enters the next decade a vibrant, vital, virile giant among cities of the world. Reflecting the dynamic growth of the area, new definitions for statistical measurements this past year added two counties, 1036 square miles and 135,400 in population to Chicagoland. This new eight-county area has not yet been formally named, but is commonly referred to as the "Chicago Metropolitan Complex." Included in the "complex" are the Chicago

← Monuments to Chicago's progress in the 50's include: O'Hare Field (top) world's largest airport; Congress Street Expressway with median-strip mass transportation (center); Northside filtration plant (background), and Navy Pier improvements in preparation for boom in Chicago's trade with the rest of the world





Cal-Sag channel (l foreground) connecting with Mississippi waterway system and Calumet River (r foreground) connecting with Lake and via Seaway, with Atlantic, make Calumet Harbor busy world port

Standard Metropolitan Statistical Area which includes Cook, DuPage, Kane, Lake, McHenry and Will Counties, Illinois and the Gary-Hammond-East Chicago Standard Metropolitan Statistical Area comprising Lake and Porter Counties, Indiana.

In ten years, the former six-county Metropolitan area has grown from 5,495,364 to an estimated 6,698,000. With the addition of McHenry County, Illinois and Porter County, Indiana to the "complex" this year, Chicagoland now boasts 6,833,000 total population. We're 1,338,000 more numerous than we were on the eve of the 50's.

### ***Increased Trade***

This exploding population growth is reflected in increased business by retailers, wholesalers and manufacturers. (Because the "complex" is so new, statisticians have not yet begun to report figures for the eight counties. Figures which follow are all for the old Chicago Metropolitan Area of Cook, DuPage, Lake, Kane and Will Counties, Illinois plus Lake County, Indiana.) In 1950, sales by Metropolitan Chicago retailers totaled \$6.1 billion dollars—in 1959 the total reached \$9.4 billion. Wholesale trade increased in the decade from \$16.2 billion to \$23.6 billion and sales by manufacturers from \$14.7 billion to \$22 billion.

Individually, we're wealthier, too. In 1950, 12 per cent of all Chicagoans earned \$7,000 or more per year. Today approximately 28 per cent earn this much or more. We now have a family buying power 20 per cent higher than the national average—\$580 greater than the average for the nation's 10 largest metropolitan areas and a net effective buying income greater than that of Cleveland, Boston and Pittsburgh combined.

To meet housing needs of the growing population, more than 429,800 new dwelling units were constructed during the decade—enough to accommodate the entire population of such cities as Cincinnati, New Orleans or Milwaukee.

Despite the enormous influx of new residents, particularly from the lower end of the economic scale, the 50's saw the reversal of the City of Chicago's community deterioration as tangible, constructive steps were taken to eradicate existing slums and check the encroachment of blight upon previously wholesome neighborhoods. While the city's population increased about 5 per cent, the increase in new dwelling units was approximately 6 per cent. Even more significant, the total number of standard units (i.e., of acceptable



Revenue-bond financed municipal parking program completed during the fifties gives Chicago strategically-located parking garages to help meet growing traffic problems



High-rise apartment buildings on Lake Shore Drive symbolize advances on the housing front

health and safety standards) increased by about 18 per cent while substandard units (i.e., not conforming to standards established by the City of Chicago's new Housing Code) dropped by about 32 per cent.

Monumental achievements in urban renewal during the decade have included the construction of the Lake Meadows development which provides nine new high-rise apartment buildings, a modern shopping center, parks, playgrounds and recre-



ational facilities, in an area formerly considered the worst of Chicago's slums. The project was a cooperative undertaking of government and private enterprise. Another pioneering adventure now under construction will rank as a milestone of the decade — the Hyde Park-Kenwood urban renewal plan. Here a community of over 900 acres is tackling the problem of arresting the trend toward blight in an older, but still basically sound neighborhood.

### **Government Spending**

In addition to the hundreds of millions of private investment dollars spent on housing and redevelopment during the decade in the City of Chicago, federal, state and city governments have spent approximately \$150 million.

Apart from brick and mortar achievements have been major legislative tools developed at local and state levels. The City of Chicago's

first Housing Code consolidates all ordinances relating to health and safety standards of dwelling units. A new Comprehensive Zoning Ordinance, representing the first major overhauling of zoning regulations in nearly 40 years, was enacted, updating land usage practices. And, to make the city a more pleasant place in which to live and work, a new air pollution control ordinance was passed.

Ranking with housing as possibly the most important problem of the booming area is the entire field of movement of people. In the City of Chicago, alone, automobile registrations soared from 705,197 in 1950 to 856,652 in 1959. The area has accomplished much in the last ten years and additional projects for improving traffic arteries are underway.

The radial expressway network, including Congress, Northwest, South and Southwest Expressways is fast becoming an accomplished fact with

work proceeding at an accelerated pace after many years of delay. This system is augmented by the \$101 million Calumet Skyway connection to the east-west national turnpike. The \$450 million Illinois Toll Road system was completed in its entirety during the decade and is already an outstanding success.

The 10 year span also saw a new appreciation for the important role of mass transportation to help eliminate traffic congestion and further the wholesome, orderly growth of the area.

### **Pioneering Project**

A pioneering project was the provision for median-strip mass transportation facilities on the Congress Expressway — the first project of its kind in the world. During the decade, the \$2 million Chicago Area Transportation Study was completed to develop information needed for the effective planning of transportation requirements in the years ahead. Findings of this depth-study will have significant effect on the entire programming of vehicular traffic and mass transportation facilities.

One of the most outstanding programs of the decade was the completion in its entirety of Chicago's \$50 million municipal parking program and the Chicago Park District's underground Michigan avenue garage — the largest underground garage in the world. The \$50 million parking program was revenue-bond financed and teams private enterprise and municipal government. The 79 city facilities accommodate 15,040 automobiles and the Park District's Underground Garage 2,359 cars, for a total of 17,399 spaces. Without

*(Continued on page 26)*

Forest Elementary School, Des Plaines, one of scores of new school buildings constructed in past ten years



Lake Meadows' nine new high-rise apartment buildings occupy space formerly considered worst of city's slums



Calumet Skyway — an engineering marvel of the fifties — connects with the east-west national turnpike





# Business Outlook For 1960

**Five distinguished economists forecast upward trends; survey**

## Outlook For Consumer Goods

**By William W. Tongue**

Economist, Jewel Tea Company, Inc.

**T**HE stage appears set for a possible splurge by consumers in 1960. For over two years they have cautiously husbanded their resources as their willingness and ability to plan ahead were obstructed first by the Russian Sputniks, second by the 1957-58 business recession and then, in the summer and fall of 1959, by the lengthy steel strike. The desire of consumers to spend became evident in the rise in installment credit at an annual rate of \$5-6 billion this past spring and summer and in the fact that in October, when the effects of the steel strike were spreading, retail sales regained the pre-strike peaks.

The steel strike, however, virtually guarantees that business activity in the nation and in Chicago will be at a high level through most, and probably all, of 1960. Hard goods inventories have been depleted, consumers have been forced to postpone some purchases and many capital goods expenditures have been deferred. Demand for such goods will therefore be squeezed into a shorter period than might have been true otherwise. On the assumption that interruptions to production through strikes will be minor, which appears to me the most likely prospect, personal income after taxes should reach new records, probably averaging 5 per cent or more above this year's figure.

The climate should be favorable for consumers to extend commitments, reinforcing the boost to consumer spending from rising current income. The present international

political atmosphere offers the hope of some thaw in the cold war. In addition, food prices in retail stores, down 3.6 per cent since the spring of 1958, will likely continue at bargain levels through 1960. If this should be supplemented with a relatively non-inflationary steel settlement, the consumer should be in an exceptionally favorable position to make prudent commitments of future income with confidence.

## Strong Retail Sales

Adding this up, it appears that retail sales for the nation should be strong in 1960, rising by 4-5 per cent for food stores, possibly somewhat more than this for other soft lines and substantially more for consumer durables. For autos, retail sales of better than 7,000,000 cars seem most probable. Chicago shares a similar prospect. Recently released preliminary data from the 1958 Census of Business reveal that retail sales for the Chicago Metropolitan Area increased by almost 18 per cent from 1954 to 1958, a larger percentage increase than for the nation (14 per cent) or for any other major metropolitan area in the Middle West. This confirms the evidence of general business indicators regularly carried in *COMMERCE MAGAZINE*, such as bank debits and electric power production, that the Chicago Area is more than holding its own in relation to the rest of the country.

Not all aspects of the consumer goods picture are favorable, however. The downtrend in housing will be a drag on production and sales of some items, such as large appliances; and textile production, after rising almost without interruption since early 1958, shows signs of nearing the topping out phase of the textile cycle. Prudent management will give due weight to these exceptions to the prospect for general strength in consumer goods, production and sales in the Chicago Area in 1960.

## Outlook For Capital Goods

**By Francis P. Hoeber**

Williams, Hoeber, Fox & Senderling  
Marketing and Management Consultants

**T**HERE is one large IF—the steel contract—but it looks like a big year for capital goods in Chicago-land, 1960.



It must be assumed that the steel strike will be settled without further significant loss, during or shortly after the injunction period. Unfortunately, we

can't be highly confident of this assumption, but if it proves true, settlement in copper would follow, and agreement in the railroad industry could be expected without unreasonable delay. In short, 1960 would be a year of relative industrial peace—in which event, we can look for a big year for the economy as a whole. "Big" means a GNP of more than \$500 billion (one-half trillion), perhaps as much as \$510 billion for the year.

Under these circumstances, corporate profits would recover by the first quarter, say to \$51 billion, and would continue to rise gradually through most of the year. It is hard to see how such a level of profits can be accompanied by anything but a spectacular year for capital investment. A total of \$41 billion is not out of the question in view of the likelihood of a green light for projects postponed in recent months because of the steel strike, lower profits and general uncertainties. This would be about 20 per cent better than 1959, and 10 per cent better than the previous record in 1957.

What does all this mean for Metropolitan Chicago? Another record! While new plant construction in the area may not rise quite as much as in the U. S. as a whole, the





# In Chicago Metropolitan Area

shows executives also optimistic, expect more sales, greater profits

modernization and expansion of many factories will pull the total up. The Calumet region is likely to boom, with the recovery of steel and the expansion of its burgeoning chemicals complex. Autos, appliances and particularly the capital goods market itself should give Chicago's important metal-working industry a real shot in the arm next year. And while estimates of the impact of the St. Lawrence Seaway have become more sober, we must not overlook its strong beneficial effects on our area economy.

The restocking of steel inventories, and continued accumulation of other inventories as sales increase, will provide an element of strength which should persist through most of 1960.

It is true that interest rates have risen to 30-year highs, and that dear money is generally thought to put a damper on expansion. Indeed, costly and scarce mortgage funds have already contained the housing boom. But with healthy, growing profits, the effect of high interest rates on investment in capital goods is much less immediate and less marked. The surveys of business

spending plans simply don't show that businessmen are being scared off by the high cost of borrowing.

In short, most signs indicate that new records for capital expansion and improvement are within reach in 1960. The outlook is good for the nation and for Chicago.

## Outlook for Construction

By Arnold C. Schumacher

Economist, Chicago Title & Trust Company

REAL estate and construction activity in the Chicago area in 1960 will probably undergo a moderate



decline as compared with 1959. The continuation of high interest rates and tight money are serving to dampen home construction and commercial building.

There is likely to be some alleviation of the shortage in mortgage money by the second or third quarters of next year, but such

a change will not be dramatic enough to provide any strong stimulus to housing and construction.

National housing starts in 1960 should reach 1,200,000 as compared with about 1,350,000 in the current year. In the first nine months of 1959 housing starts in the Chicago area were up 40 per cent over a similar period in 1958, although the trend has been in a decline since last June. It appears that approximately 50,000 housing units will be built locally in 1959 but this figure may decline by as much as 10 per cent in 1960.

One of the outstanding developments has been the growth in apartments as compared with single-family homes. Approximately 25 per cent of all new housing units in the Chicago region in 1959 are apartments whereas only three years ago the proportion was 17 per cent. An increasing demand for the conveniences of apartment living plus relatively easier financing than for single-family homes accounts for this trend.

With respect to commercial and industrial construction the outlook

(Continued on page 42)

## Four Out of Five Firms Expect Increased Sales In 1960

Almost 4 out of 5 business firms expect sales to increase in 1960 over 1959, according to a survey of business prospects for next year conducted by the Business Research and Statistics Division of the Association. A total of 574 firms responded to the survey. Of these, 450, or 78 per cent, look forward to a higher sales volume next year.

These companies have a total of more than 200,000 employees. Fifty-one per cent indicated that employment would increase. Only six per cent anticipate a decline in employment. Seventy-seven per cent anticipate higher pay for employees in 1960. Forty per cent believe there will be increases in selling prices over 1959. Forty-five per cent

expect to increase advertising and sales promotion expenditures in 1960. Opening inventories in 1960 will be up for 27 per cent of the firms. Increases in plant and equipment expenditures are anticipated by 40 per cent of the firms.

Six per cent indicated wage increases in 1959 have been offset entirely by increased output of workers, 33 per cent that increases have been partly offset and 47 per cent that increases have not been offset at all by increased output. The table below summarizes in percentage points the complete findings of the survey.

	Sales %				Profit %				Advertising and Sales Prom. Expend. %				Employment %				Wage Rates %				Selling Price %				Opening Inventories %			
	I	D	NC	NA	I	D	NC	NA	I	D	NC	NA	I	D	NC	NA	I	D	NC	NA	I	D	NC	NA	I	D	NC	NA
(267) Manufacturing	81	4	15	0	63	10	24	3	44	5	48	3	51	5	41	3	81	1	15	3	40	5	50	5	34	18	43	5
(94) Retail & Wholesale	85	3	10	2	67	12	17	4	55	7	37	1	50	3	43	4	70	0	24	6	43	6	45	6	37	16	40	7
(97) Services	71	7	16	6	55	18	16	11	36	6	47	11	50	6	39	5	70	1	24	5	39	4	46	11	11	6	46	37
(116) All Other	73	9	14	4	53	18	27	2	50	6	36	8	53	11	30	6	78	0	16	6	41	9	41	9	15	7	34	44
(574) Total	78	5	14	3	60	13	23	4	45	6	44	5	51	6	39	4	77	1	18	4	40	6	47	7	27	13	41	19

I — INCREASE, D — DECREASE, NC — NO CHANGE, NA — NO ANSWER





Proposed neighborhood self-service unit, which would include lock box service, patron operated vending equipment and parcel post acceptance machine

# Automation To Speed Mail

***"Metro Plan" now operating in Chicago coordinates collection, processing, transportation and delivery***

IT USED to take three days to send a first-class letter from Glencoe to Chicago, or Chicago to Glencoe. Several other suburbs were almost as bad off. Today, however, if you drop a local letter into a mail box anywhere within the six-county metropolitan area before 5 p.m., almost invariably it will be delivered by the close of the following business day.

This speedup is one harbinger of a vast improvement in service which the U. S. Post Office Department hopes to bring about during the next four or five years. At the end of that period, say officials with fingers crossed, they'll be able to deliver the bulk of the nation's first class mail within 24 hours, regardless of origin or destination. Reaching this goal will require the expenditure of some \$2 billion, the construction of approximately 15,000 new post office buildings, and installation of truly ingenious mail-processing machines in Chicago and most other large cities.

**By PHIL HIRSCH**

Progress to date is largely the result of the "Metro Plan," which was unveiled in the summer of 1958. Basically, the plan involves increased use of suburban post offices for processing operations and tighter coordination of collection, transportation and delivery operations.

## ***Avoids Backtracking***

In Chicago and other cities, a letter sent from one suburb to another no longer has to go downtown to be sorted; this avoids a lot of backtracking. Also, pickups from city and suburban collection boxes are now correlated more closely with processing and distribution operations—i.e. the flow of mail into the post office has been smoothed, and substantial delays in the loading of outbound mail are now eliminated. These changes have made

it possible to cut a day or more off the time required by a local letter to travel from sender to receiver.

The Metro Plan is now operating in the Chicago area and 49 other metropolitan centers. By August, 1960, a total of 90 city-suburban complexes will be included, says Postmaster General Arthur E. Summerfield.

The biggest problem, of course, is not expeditious handling of local mail, but speedier movement of the mountainous volume of correspondence that travels from city to city. Officials are now applying the principles underlying the Metro Plan to this latter task—they're attempting to tie in mail pickups more closely with train and plane timetables. But they know that without efficient processing equipment, they won't get very far.

The U. S. Post Office Department, in terms of receipts and number of employees, is one of the nation's ten largest business estab-



ishments. Yet until the fairly recent past, officials exhibited less tangible interest in improving operating efficiency than a good many corner candy store operators. The result is that today, most mail is processed largely by hand, using the same basic equipment and procedures employed in Ben Franklin's day.

### ***Increasing Volume***

Tortoise-speed postal service is rather understandable when you realize that in the past 100 years alone, mail volume has increased more than 1,000 per cent. Currently, U. S. post offices are handling about 61 billion letters, packages, circulars, and related items annually, and Postmaster General Summerfield expects this figure to double within the next 25 years.

One reason that mail processing takes so much time is that hand trucks are used almost exclusively to move work from one station to another. Under the modernization program, these trucks are being replaced in many post offices by conveyor systems. Chicago's main station on Van Buren Street is one of the facilities involved. On the first and seventh floors, extensive overhead trolleys have been installed to handle sacked mail. Chicago incidentally, is the first city in the nation to receive this equipment.

By this Christmas, 50,000 lineal ft. of remotely controlled conveyor lines should be installed on the fourth floor at Van Buren Street, and by June, 1960, another 50,000 lineal feet will be operating on the eighth and ninth floors. Basically, these conveyor lines will carry small

trays filled with mail through primary and secondary sorting operations—i.e. outbound mail will be arranged according to area, state, and/or city of destination, while inbound mail will be classified according to postal delivery zone.

These conveyors utilize a novel control principle which, according to the experts, could help improve the efficiency of industrial material handling operations significantly.

In the typical industrial system, photoelectric cells shunt cartons from a main line to a particular branch conveyor. A spot is printed on the carton at varying distances from the edge. The electric eye at a given switchpoint is actuated only when the spot is in a certain relative position, so changing location of the printed spot on various groups of cartons makes it possible to transfer any group onto any of several branch lines.

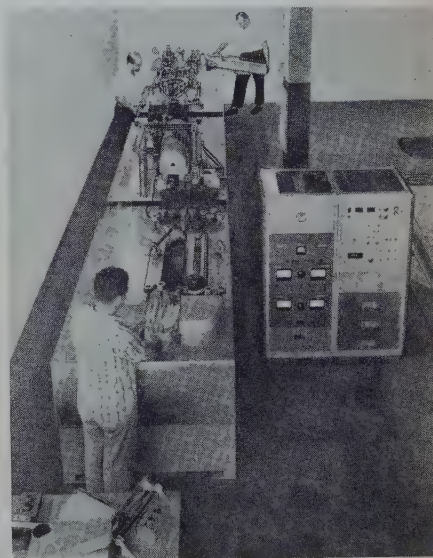
### ***Control Principle***

Instead of photoelectric cells, the post office uses plastic-covered metal strips, one of which is hung on the side of each mail tray. Windows are cut in the plastic, exposing the metal. Just ahead of each switchpoint on the conveyor is a set of feeler probes; they touch the strip as the tray passes by. If the probes contact metal, the tray is switched; otherwise, it continues on the main line. The probes are placed in a different position at each switchpoint. Then, simply by using routing strips with a different window configuration, it's possible to shunt a loaded mail tray onto any of sev-

*(Continued on page 29)*

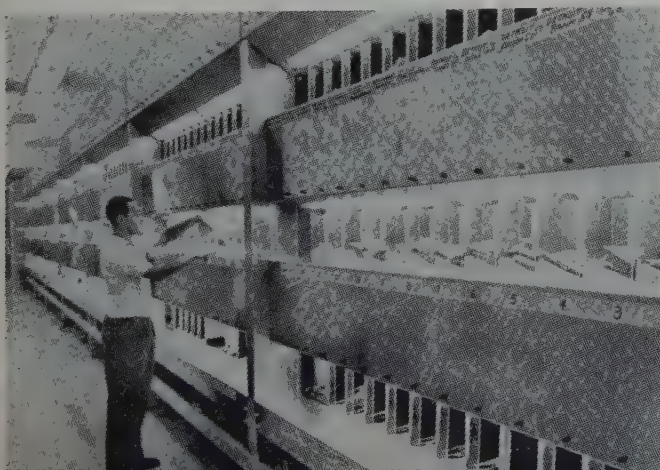


Model of automatic parcel post acceptance unit which computes total postage cost, including insurance, affixes postages, and returns change



Automatic mail facing machine "inspects" ordinary-size letters to locate stamp and orients each piece before it passes through canceling station at far end of machine

These 279 destination bins along back of Burroughs letter sorter receive letters sorted through individual operator consoles. Letters are dropped from continuous conveyor belt trays into proper destination bin electro-mechanically

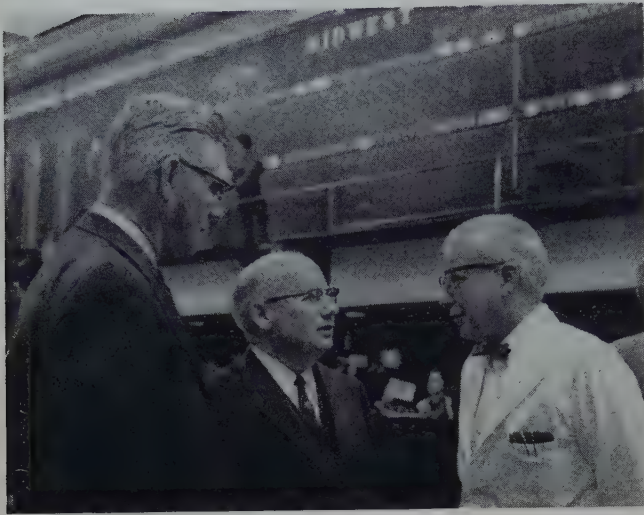


Several thousand feet of remotely-controlled conveyors similar to line shown here, are being installed in Chicago's Van Buren Street Post Office to speed movement of mail through sorting operations





# Business Highlights



Carl E. Ogren (l), Executive Vice President, Midwest Stock Exchange, confers on trading floor with Walter D. Kingston (center), President, New Orleans Stock Exchange and Robert M. Rice, Floor Specialist, D. H. Holmes Co., Ltd., concerning details of recently announced consolidation of the New Orleans mart with Midwest, a 1949 consolidation of Chicago, Cleveland, St. Louis and Minneapolis-St. Paul



Largest structure ever built from the top down is the Union Dome at Wood River, Ill. constructed by Graver Tank & Mfg. Co., East Chicago, Ill. (above). Pneumatic lifting operation which took place in construction is illustrated (left) in this view of giant air-inflated nylon fabric curtain. Structure is a regional repair and maintenance center for Union Tank Car Company



Architect Edward Steinborn's sketch of new Oxford House Motor Hotel under construction at 225 N. Wabash avenue. High rise 14-story building will contain 200 rooms. Morris R. De Woskin and Mark Friedman of Chicago are developers with Harold Berry and Harvey Snider of International Hotels Corp., Detroit



Said to be world's longest permanent cross-country transport belt conveyor system,  $5\frac{1}{2}$  miles in length, was dedicated last month by Ideal Cement Company. Designed, fabricated and erected by Link-Belt Company, Chicago, conveyor system carries 1,000 tons of limestone an hour from quarry at Lawrence, Oklahoma to Ideal's new cement plant in Ada. Longest single flight is  $2\frac{1}{4}$  miles long, largest ever built



# Salesmanship on Wheels

From cornplasters to truck seats; music lessons to banking services, firms serve customers at their doorsteps

By **ROLAND EDWARDS**

**A** GROWING number of Chicago area businesses are taking to the road these days with a showcase of their wares and services.

They carry convenience to the customer's doorstep in everything from one-wheel trailers hooked behind their automobiles to huge vans specially built for the purpose. Their products range from foot pads to industrial band saws and from automobile seat covers to truck seats themselves.

The Do-All Company of Des Plaines, Ill., has more than three dozen showrooms across the nation displaying its line of machine tools, yet the firm last year plunked \$60,000 into a 35-foot-long van custom-constructed to its requirements. The vehicle, which eats up \$1,500 in gasoline, tires, tax, insurance and depreciation monthly, hauls \$30,000 worth of Do-All products ranging from \$1,400 surface grinders to \$8,000 industrial band saws, all set up ready for demonstrating.

The unit, staffed with a driver and a demonstrator, calls on cus-



While waiting for completion of permanent structure in newly-authorized location, Phoenix, Arizona's Valley National Bank offers services from specially equipped trailer

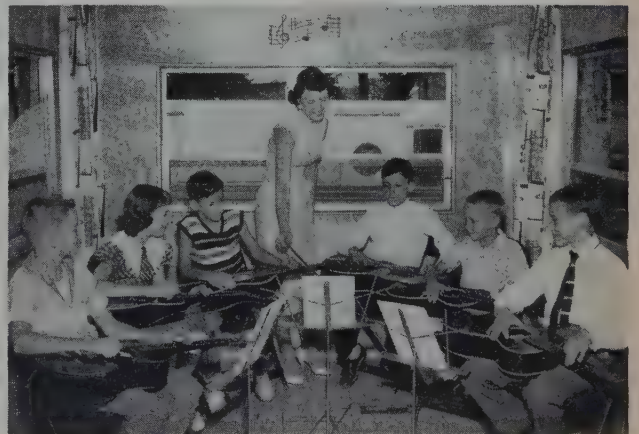
tomers in aircraft plants and machine shops and on manufacturers of all kinds from the Atlantic to the Pacific and from Canada to Mexico, racking up close to 10,000 miles a year. It does almost no direct selling. It is intended instead to assist deal-

*(Continued on page 31)*

Thirty-five foot van put into service by Top Value Enterprises, Inc., Dayton, Ohio displays over 200 of 1,000 merchandise items offered by Top Value Stamps.



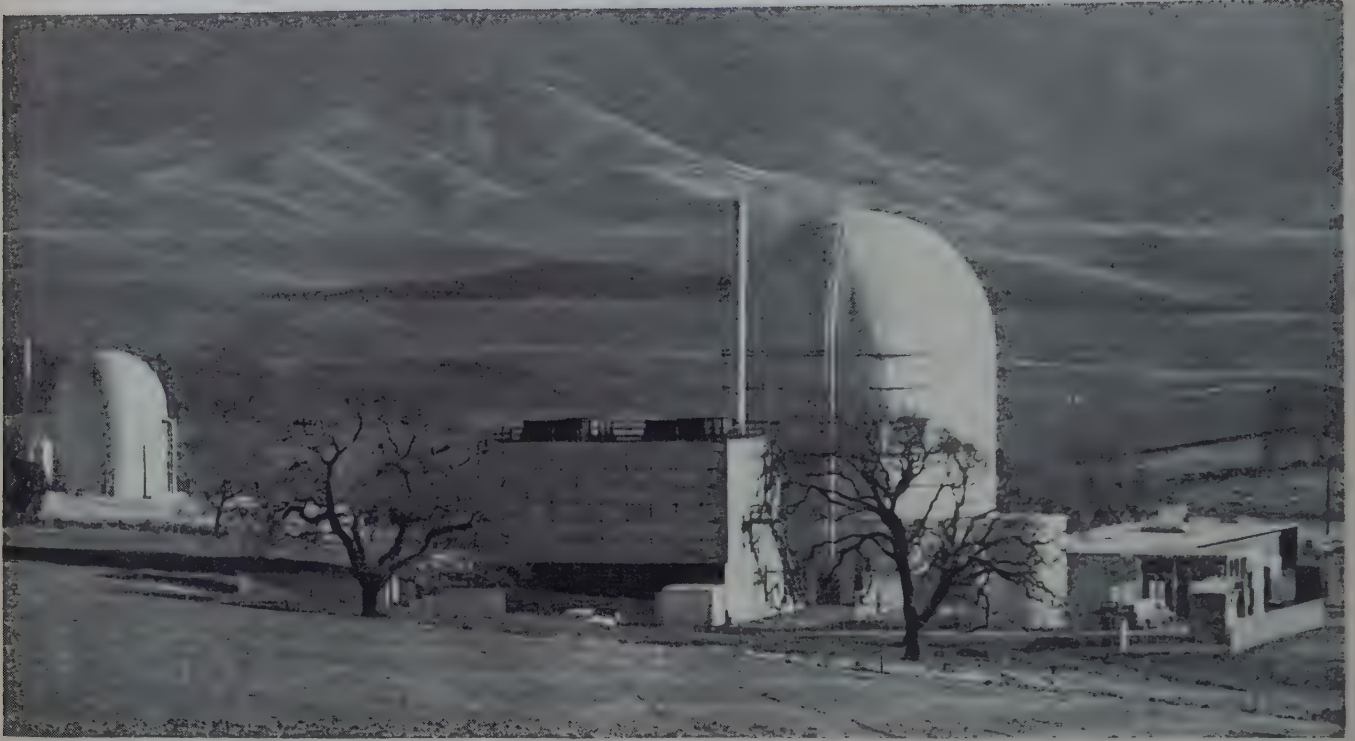
Ampex Corporation, Redwood City, California, has \$180,000 invested in trailer designed to sell videotape recorders to television stations



Norwood Music Center, Cincinnati, parks near different supermart each day to give children music lessons in two-room trailer while mother does the shopping



# Soon...Cheaper atomic power



**General Electric Vallecitos Atomic Laboratory.** Here, in California's Livermore Valley, U.S. Steel sponsors the first large-scale, privately financed study of radiation effects on steel. Project will hasten the advent of low-cost atomic power.

**This G.E. technician** adds a touch of glamour to the serious business of making a radiation count on foil samples removed from General Electric Test Reactor. She works in a mobile lab made available to the project.





# with Atom Age Steels

**B**EFORE ATOMIC POWER can light our cities or run our industries efficiently, the cost of building and operating commercial atomic reactors must be reduced. The two big problems: high cost of nuclear fuel, and the need for better and less costly materials of construction.

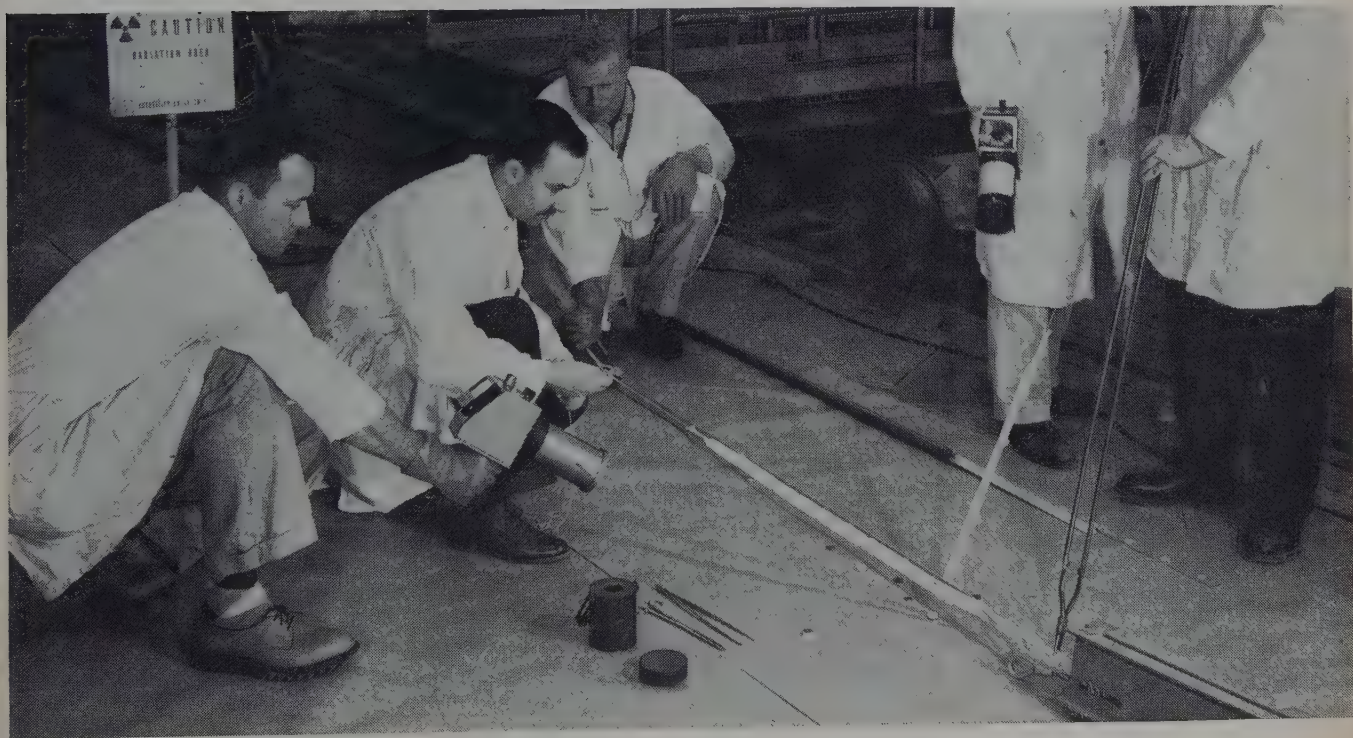
Firsthand information on the effects of radiation on steel has not been easy to come by. The start-up of the General Electric Test Reactor, near Pleasanton, California, and the Westinghouse Testing Reactor near Pittsburgh has enabled U.S. Steel to launch the first large-scale private investigation of irradiated steels. These explorations will be carried out in private test reactors, wholly financed with private capital.

Today, U.S. Steel has scientists working full-time at Westinghouse and General Electric Atomic Laboratories; extensive applied research in nuclear steels is also being carried on at U.S. Steel's Monroeville Research Center.

From these tests will come new and improved atom age steels: stronger, more corrosion-resistant steels, steels that will hasten the advent of commercial nuclear power. The full effects of this vast U.S. Steel research program may not be felt for two, five, or even ten years. But, cheaper atomic power is on its way . . . because American industries like U.S. Steel are contributing to the research. United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

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 **United States Steel**



Clayton McDole, U.S. Steel scientist (second from left) supervises the removal of irradiated foil samples from General Electric Test Reactor. Information obtained provided a solid flux data foundation for the irradiation research of special reactor steels.



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## Chicago's Fabulous Fifties

(Continued from page 17)

these facilities and the system of one-way streets, Chicago's heart area would be choked with traffic and parking conditions would be impossible.

Less tangible than construction projects, but perhaps of even greater significance in the long-range development of Chicagoland, is better comprehensive planning, both within the City of Chicago and throughout the metropolitan region. The city's new Department of City Planning was established in 1957 to coordinate comprehensive general planning and long-range capital improvements among the various municipal agencies. The Northeastern Illinois Metropolitan Area Planning Commission was also created in 1957 to coordinate planning activities in the six counties of the old Chicago Metropolitan Area.

### Public Works

The 60's will see completion of many general public works for which plans and/or actual construction starts were made in the 50's. For example, construction has been started and will be completed in 1960 on the new \$34 million Exposition Center on the Lakefront to help maintain Chicago's leadership in the convention and exposition field. A \$155 million long-range program to modernize Chicago's water supplies which anticipates needs through the 1980's will be completed by 1962.

Groundbreaking will take place soon for the new federal government buildings in the loop. Other public works projects include a million-dollar program for incinerator plants, a comprehensive relighting of streets with modern mercury lights, new police and fire houses and a million-dollar, modern Fire Training Academy.

Although final determination has not been made, preliminary studies were completed for location of a major Chicago campus of the University of Illinois. The City and the leading civic groups of Chicago are urging the site south of the loop on which railroad properties are now located. Consolidation of railroad terminals now is a step closer to reality with intensive efforts under-

way to solve a knotty problem which has vexed the city for many years.

Commercial construction activity which had been practically dormant since the early thirties has been soaring at the highest rate since the turn of the century, creating during just the past five years such new buildings in the central area as the Prudential, Borg Warner, Inland Steel, Harris Trust, National Cash Register, Federal Reserve Bank, Sun Times, Morton Salt, Mutual Life, Executive House, Jewish Federation and others. During 1959 alone, more than \$250 million in new commercial construction was announced for the central area. Among buildings to rise in the 1960's as the result of planning in the 50's are those of the Hartford Fire Insurance Company and the United Insurance Company of America, the International Trade Building, the World Trade Center, the Plaza Tower Hotel, a major addition to the Sheraton Towers, a skyscraper combination of apartment and commercial project on the river bank to be built by the Building Service Employees International Union. Until 1953 motels were prohibited by law within the Chicago city limits. Today there are 23 motels in Chicago with others planned.

In addition to new buildings constructed or announced, many old, substantial buildings have been or will be modernized. Some are even being changed by the addition of completely new exterior walls.

### New Plants

The decade also saw thousands of acres of farm and undeveloped urban lands occupied by new manufacturing plants. During the ten-year period, a total of three billion, 200 million dollars was announced in new plant construction and purchases of land and buildings in Metropolitan Chicago. Thirty-five hundred such transactions occurred for an average of 350 per year. Chicago's industrial expansion has been greater than that of Philadelphia, Cleveland and Detroit combined. Fifteen thousand factories now employ over a million people in the Chicago area.

Suburban prairies were swallowed by rapid fire construction of manu-



facturing plants new to the Area and Chicago-based plants which reached out for more breathing room. Millions upon millions of square feet of new floor space was provided for production of cosmetics, cans, automobiles, chemicals, farm machinery, road building equipment, food products, household furnishings, television sets, washers and dryers, refrigerators, telephones — almost any product one could name. Almost half of the three billion plus dollars, however, went into the steel producing industry and Pittsburgh was shoved into second position in steel production by Chicago.

Besides steel plants extending along the Lake southward into Lake County, Indiana, new plants were sprinkled generously throughout the area including: Ford Motor Company's stamping plant in East Chicago Heights; Amoco Chemical Co., Caterpillar Tractor Co., Olin Mathieson in Joliet; Western Electric, All Steel Equipment Co., Caterpillar Tractor Co. in Aurora; Hazel Atlas Glass Co. in Plainfield; a myriad of plants in western suburbs including Automatic Electric Co., Jewel Food Co., Sawyer Biscuit Co., Wilson Sporting Goods Co. and Consolidated Grocers; and on the north such plants as Avon Products, Inc., Ekco-Alcoa Container Co., Teletype Corporation, Minneapolis Honeywell Regulator Co. and literally hundreds of others.

### ***Welfare Services***

Health, Education and Welfare have kept pace with commercial and industrial development in the past decade, although repeated failure of the Community Fund to reach its goal has resulted in curtailment of some welfare services. However, on the threshold of 1960, the current Emergency Joint Appeal of the Community Fund and the Red Cross gives new hope for the future.

Chicago's non-commercial educational television Station WTTW, Channel 11, began broadcasting in 1957. By 1959 it had become one of the country's top producers of educational programs with series in medicine, social problems, parent education, music, world affairs and many others with a weekly viewing audience in excess of a million persons.

Since 1950 more than 20 buildings have been completed and are now in use in the world famous West Side Medical Center. Included in this complex are the Cook County Graduate School of Medicine, St. Lukes-Presbyterian Hospital School of Nursing, Veterans Administration Hospital, Veterans Administration Regional Office and Outpatient Building, University of Illinois Pharmacy Building, Chicago Light-house for the Blind, Chicago Foundlings Home and the National Society for Crippled Children and Adults national headquarters.

In city government, several improvements came about as the result of the report of the Home Rule Commission in 1954. Among them: size of City Council committees was reduced and earlier code provisions for a Legislative Reference Bureau were implemented; many administrative matters previously requiring attention of the whole Council were delegated to individuals or agencies; means were provided for effective fiscal control over programming when the City changed to an "executive type" budget; the mayor's office was organized to have a bureau-like

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***For further information write or call Preston E. Peden, Director, Governmental Affairs, Chicago Association of Commerce and Industry, 30 West Monroe Street — FRanklin 2-7700.***



structure; the position of deputy mayor was created to fill a long-standing need for administrative assistance and an administrative division was established.

Improvements in organization of the Police Department also took place; a Department of Aviation was established in 1958 to develop, operate and maintain the City's three airports; the 1957 General Assembly consolidated city police functions with Chicago Park District police functions, bringing all streets and thoroughfares under a single law enforcement authority; the City now has a single police force instead of two. The Chicago Department of Welfare was abolished in 1957 by the General Assembly and all general relief was transferred to the Cook County Department of Welfare; the Assembly also increased powers of the County Government in rendering water, sewer and drainage services to the Metropolitan Area.

### Railroad Hub

Chicago long has been the nation's railroad hub. It handles more rail traffic than any other city in the world. However, in the past ten years, the nation's railroads generally have seen their total share of freight and passenger traffic shrink alarmingly. During the past decade, they began a vigorous fight to regain lost ground. In Chicago, that struggle is evident in the wholesale installation

of, for instance, electronic equipment ranging all the way from push-button classification yards for faster, gentler handling of freight cars to high-speed computing machines for swift, smooth processing of passenger and freight data. In the past decade, the nation's railroads have made an unprecedented changeover from steam to diesel locomotion. The majority of these diesels first saw light of day in Chicago.

Piggyback freight shipments, new concepts in service — all have been introduced in Chicago to help rejuvenation of what is still the nation's principal method of transportation — the railroads. And Chicago is the nation's principal transportation city, hub of all movement of goods and people.

The truck industry calls the fifties "the decade of coming of age." Chicago's role has been the dominant one in the trucking industry. One out of every six people employed in the State of Illinois draws his income from trucking. Within the decade, gross operating revenue nationally increased from 2.213 billion dollars to 6.165 billion dollars. The number of intercity ton-miles has virtually doubled. Taxes paid nationally by trucking interests have been increasing at the rate of a billion dollars a year for the past ten years. There are now three million more trucks on the road than there were in 1950.

With more trucks registered in

Cook County than in any other county in the United States, Chicago's role as the greatest trucking center in the world continues to grow. During the past 10 years, trucking interests have decentralized operations, with forty major truck freighting concerns moving from within the city limits to more convenient locations on the periphery where greater space is available. Estimates are that within the next decade, the number of truck fleets will about double the present number.

### Air Passengers

Midway Airport, the world's busiest, handled 3½ million passengers in 1950. This year the figure will approximate 9½ million. O'Hare Field processed 176,902 passengers in 1950 — 1,263,000 in 1958 — and by midnight December 31, will have handled in excess of 1,500,000 this year, according to conservative estimates. Commercial airline services were inaugurated at O'Hare October 30, 1955. O'Hare is the world's largest airport. Completion of facilities will be effected at no cost to the taxpayer through \$120 million revenue bonds. It will be fully equipped for the long-range future requirements of the jet age.

The city's third airport, Meigs Field on the Lakefront, hailed as the world's most convenient, handled 50,808 passengers in 1950 — by 1958 the number of passengers had mounted to 309,268 — with an estimated 10 percent increase expected for 1959. Chicago Helicopter Airways inaugurated scheduled helicopter passenger service from Meigs November 12, 1956 with three 7-passenger craft making 16 daily flights between 8 a.m. and 5 p.m. Today it operates six 12-passenger helicopters on 137 daily flights between 6 a.m. and 11:30 p.m. In 1956, 876 passengers were carried. The estimate for 1959 is 205,000. It also operates four helicopters in suburban airmail service to 54 Chicago-land communities.

The most spectacular advance of the decade came with the opening of the expanded St. Lawrence Seaway which flung wide the doors of the Midwest to world trade through the new world port of Chicago. In 1950, 80 foreign flag ships, Canada excluded, called at Chicago. In 1959, 522 docked here. In 1950, over-

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seas import tonnage was 45,165 short tons and export tonnage was 52,066. Through September 30, 1959 import tonnage had skyrocketed to 261,592 and export tonnage to 270,223, excluding grain. Grain exports through October 30 this year totalled 335,436 tons.

In the single year, not yet completely tabulated, imports zoomed 129.8 per cent over 1958 and exports were up 175.7 at the Port of Chicago.

The first Chicago International Trade Fair, celebrating opening of the Seaway and the coming of the Jet Age was so successful that another will be held in 1960. Thirty-one thousand wholesale buyers were included in the 1959 Fair's total gate count of 849,633 persons who came to see the wares of the nations of the world.

Chicago began making preparations for the coming of the Seaway with the creation in 1953 of the Chicago Regional Port District Authority for waterway development at Lake Calumet. Over \$25 million has been invested in facilities at Lake Calumet, including two grain elevators with a combined capacity of 13 million bushels.

No less important to Chicago than the Seaway is the Calumet-Sag Navigation Project, initiated in the fall of 1955 with part 1 of the project scheduled for completion in 1964 at an estimated \$202,300,000. It will give Chicago the only link between the Mississippi and the Gulf ports and the Great Lakes to the Atlantic Ocean via the Seaway. It is estimated that about 12 million tons of commercial traffic a year will pass through the Channel within five years after completion and that, ultimately, traffic may reach 18 million tons or more annually.

### *All Areas Affected*

All areas of Chicago's commercial, industrial, financial and social life have been affected by these tremendous strides forward in the 10 short years since New Year's eve, 1950. Banks and Savings and Loan institutions, for example, have boomed. The Midwest Stock Exchange, launched in August 1949, this year will trade approximately 31 million shares. In 1949, the old Chicago Stock Exchange traded slightly over 8 million shares.

With Chicago's rapid rise toward major importance as a world trade and transportation center already underway, the fabulous fifties may well be eclipsed by the sensational sixties. Coming events cast their shadows before them.

## **Automation**

*(Continued from page 21)*

eral branch conveyors automatically:

The big trouble with photoelectric routing control devices, say post office officials, is that they are sometimes triggered by stray light. Also, the circuitry tends to become complex and unreliable. The new system, which is electromechanical, reportedly overcomes both of these drawbacks.

One of the more ingenious products of the post office research program is an automatic letter sorter that looks like something straight out of Rube Goldberg. It consists, essentially, of a complex system of conveyors which classify letters mailed to as many as 300 separate destinations. The first sorter,

developed in Belgium, is known as the Intelix machine (International Telephone and Telegraph holds the American rights). It utilizes six operators, and handles 18,000 pieces of mail per hour. An improved model, built by the Burroughs Corporation, employs a crew of 12, and processes 36,000 letters an hour. These speeds are double those obtainable when the same number of clerks sort mail by hand.

The Intelix and Burroughs machines are now being installed in a number of post offices across the country. Chicago's turn will come "sometime after the end of 1960," according to Post Office Department officials in Washington.

Both of the new sorters, although an improvement over existing methods, still rely on human eyes to read the address on each letter. Automating this operation is the biggest single task confronting post office research engineers. Yet the impasse must be removed before really high sorting speeds can be obtained. And, since sorting represents the biggest part of the mail-processing operation, there is a clear connection between the development of an auto-





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matic address reader and the overall speed of postal service.

At the moment, officials have an automatic reader which can decipher printed and typed addresses, but is unable to accommodate handwritten script. The device, also separates letters into 20 destination categories. This is a good start, but development of a usable reader is still considered to be a long way off, and before the goal is reached a number of basic research problems will have to be solved.

Increasing the efficiency of other mail-processing tasks has proved less difficult. Now developed are: high-speed facing-cancelling machines; remotely controlled conveyers which sort parcel post automatically, and mechanical culling devices. All of them, by mechanizing operations that have been performed largely or completely by hand, should produce a tremendous increase in productivity per manhour. Chicago is expected to receive this equipment before the modernization program ends, in 1964, but the exact date has not yet been determined.

"We don't yet have the hardware needed for a completely automated post office," says one research engineer, "but on the other hand we do have the devices needed to convert mail-processing from a largely manual to a largely mechanical operation. Once it has been installed in most post offices, we believe this equipment will increase the speed and efficiency of service considerably."

The first test of this statement will come sometime next Fall, when a new post office in Providence, R. I. opens for business. This facility, replete with rooftop heliport, will

rely completely on the new mail-processing gadgets. Another post office, similarly equipped, will open about a year later in Oakland, Cal.

New post offices are a key phase of the modernization program. Altogether, about 15,000 are scheduled to be built or completely renovated before the program ends. The bigger units are being built as close as possible to airports and major highways, instead of in downtown locations. The truck and airplane have been carrying more and more mail in recent years, and the exodus to the suburbs has robbed a central city location of much of its former logistic value.

### Modernization Program

Since 1958, the Chicago area has received about a dozen new or remodeled post offices, and an even greater number probably will be completed between now and the time that the modernization program is completed. Most existing post offices, in Chicago and elsewhere, are 20 or more years old, and many of the smaller facilities are quartered in converted stores. Processing mail efficiently under these conditions is just about impossible. Workrooms are much too small; freight docks are usually reachable only through tortuous alleys that are too narrow for the big trailers now used for moving mail between the main post office and their surrounding branches, and patrons have to fight for parking space at the curb.

All new post offices will be housed in buildings designed specifically for mail-processing. Also they'll be big enough to accommodate anticipated needs for a period of at least 25 years.

In addition to spacious workrooms, ample freight docks, and off-street parking facilities for the customers, the new post offices are being equipped with vending machines which provide patrons with service around the clock. Many existing post offices are receiving similar installations. The new vending machines prepare parcel post for mailing, in addition to dispensing stamps, post cards, stationery, money orders, and envelopes.

A few months ago, officials announced the development of a completely self-service substation for use in urban and suburban resi-

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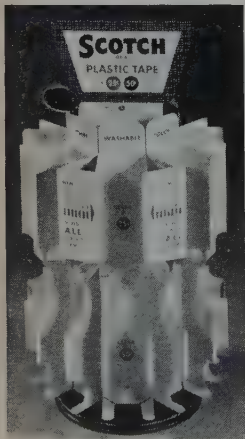
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dential neighborhoods. The unit is designed to replace the "vest pocket" post offices that are now installed in many drug stores and similar retail establishments. It utilizes the vending machines mentioned above, and also has several postal lock boxes. The first of these substations probably will be built sometime next year in Silver Spring, Md., just outside Washington. By the end of the year, thanks to the use of prefabricated parts and standard architectural design, they'll probably be going up at the rate of a dozen or more a month. No decision has yet been made on the total number to be built, but the Chicago area undoubtedly will receive several.

Not until late 1963 will the modernization program begin to have any appreciable effect on handling costs, according to Postmaster General Summerfield. Even afterward, he doesn't think rates can be reduced. The program should, however, ward off further increases "for several years," Summerfield adds.

In the meantime, between now and 1964, at least one more increase is possible. Since the last hike in rates two years ago, the cost of operating the postal system has continued to move inexorably upward, and Summerfield and his conferees have been trying doggedly to eradicate a substantial gap between income and outgo. Next year, Congress will be asked to raise the first class postal rate to five cents, and the airmail rate to eight cents, an ounce. Increases may also be asked for other types of mail. Whether the proposal can get through is a moot point. A similar plea for increases in first class and airmail rates was turned down at the last session.

Even if it costs a few additional pennies to send a letter in 1964, the speedup in service should provide adequate compensation for most mail patrons—some of whom have the sneaking suspicion that their mail is still traveling by stagecoach.

### Salesmanship

(Continued from page 23)

ers in pushing the Do-All line. "A lot of the time you can't get prospects to come to the showroom," explains an executive. "They're busy or they're too far away and even when they do come down, they don't

come in such large numbers as when you call at the plant itself."

The Ero Manufacturing Company of Chicago parks its 30-foot trailer on Sears, Roebuck and Company store lots, drapes about a dozen miniature but well-covered car seats on its exterior walls and it's in business—for Sears, that is. Executive Vice President William J. Heiman explains: "Sears takes almost all of our output. We're just helping them buy more from us." The trailer, which is travelling the southeastern part of the country these days, totes some \$8,000 to \$10,000 worth of seat cover stock which customers can examine on shelves inside the vehicle, though buying can only be done inside the store.

### Sears Display

Sears also uses trailers on its own to push its wares. Not long ago, a regional office leased one for three months to show business folk in some 20 Oregon and Washington towns office items ranging from paper clips to steel desks. Generally parked close to the local Sears

catalog sales office, the trailer also gave Sears catalog personnel an opportunity to see some of the items for the first time themselves so they could merchandise them more intelligently.

The sale of truck seats is the concern of Milwaukee's Bostrom Corporation. To help that objective, Bostrom has equipped five one-wheel trailers and a small truck with vibrating platforms upon which Bostrom seats are perched. Operators of truck fleets are invited to try the seats, just by stepping outside their office doors. "We're interested in getting them to specify the Bostrom seat in trucks they buy and so far we haven't been disappointed," is the way a Bostrom sales executive puts it. The seat adds \$20 to \$50 to the cost of a standard truck.

Mobile showrooms are useful for direct as well as indirect selling. The Scholl Manufacturing Company, Chicago's food products maker, sometimes has two large trailers on the road at the same time showing dealers and customers everything from 15-cent cans of foot powder to \$25 pairs of dress shoes.

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Lawrence Jones of Cold Spring, Ky., has probably pushed the direct-selling idea further than most with his Mobile Food Market. Operating from a converted school bus that roams the territory within a four-mile radius, Jones offers Kentucky housewives practically the same facilities as the super-market—right down to frozen foods compartments

and shopping baskets (pushed on shelves). He's had as many as ten customers inside at one time.

The rolling grocery, 35 feet in length, consumes about 50 gallons of gasoline a week in the process of traveling nearly 75 miles a day every day except Sunday. But Jones figures it's worth it. "I clear \$10,000 a year on a \$1,200 inventory," he says. "There aren't many small conventional stores that do that," he declares.

Services as well as products can

be purveyed from an edifice on wheels. The Norwood Music Center in Cincinnati, Ohio, has built two rooms into its 35-foot trailer. Parked at a different supermarket each day, it offers junior an accordion lesson in one room while sis strums the guitar in another and Ma does her shopping. Cost: \$2.50 an hour with special rates to steady students.

In Phoenix, Ariz., the Valley National Bank finds a trailer useful for offering banking services at a site as soon as the bank has received authorization to operate. Thus no time is lost while a permanent structure is being completed. National banks, however, are not allowed to operate truly mobile banks. Banking on wheels does exist in states which permit operation of such state-chartered institutions.

### New Adaptations

There's nothing absolutely new about store-to-door-selling, of course. In a sense, the ancient desert caravan was a department store on camelback. The familiar bakery and milk trucks of today with their walk-in, look-around capabilities were pre-dated by the horse-drawn fruit and vegetable wagons of yesteryear. What is new is the extent to which industrial manufacturers and others not accustomed to such merchandising are turning to vehicles of various kinds, often quite elaborate, for the purpose of lengthening a sales arm.

The extent of this development is pointed up by Edward L. Wilson, Managing Director of the Mobile Home Manufacturers Association with headquarters in Chicago. "Five years ago," Wilson reports, "there weren't more than four or five manufacturers in the country with separate divisions for specialty trailers. Today there are at least 20."

To be sure, it's not just one big joy ride when business hits the road. Weather problems were among those that caused the Consumers Power Company of Jackson, Mich., about three years ago to quit hauling its model kitchen (intended to boost use of electricity by promoting electric appliances) through its territory. The Belvedere-Adler Company, Los Angeles sewing machine manufacturers, sold its trailer about two years ago when it was decided that

(Continued on page 40)



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**I**NDUSTRIAL plant investment projects announced in November amounted to \$73,045,000 for the second largest total for any month in the last three years, 1957-8 and 9. The total is only exceeded by July of 1959 when \$108,000,000 was announced.

For the first eleven months of 1959, \$321,648,000 in plant investment projects were announced, almost double the figure for 1958 of \$174,170,000 and a greater total than any other non-war year, with only two exceptions, as far back as records have been kept. The two exceptions were in 1955 and 1956 when more than one-half billion dollars was recorded.

Types of projects covered in these reports include newly constructed plants and warehouses and expansions of existing facilities, as well as acquisitions of land or buildings, for industrial purposes.

• **Youngstown Sheet And Tube Company** is planning a major expansion at its Indiana Harbor Works. This will include: installation of the world's first 52 inch six-stand tandem cold reducing mill, capable of rolling steel for tinplate to a near-paper thinness at a speed of 7,250 feet per minute; a continuous galvanizing line; a battery of 87 new coke ovens; a 300 foot ore dock extension; and seamless tube finishing equipment. Additions will total 311,000 square feet. A new continuous annealing line was started earlier this year.

• **Continental Can Company**, operating several plants in the Chicago Metropolitan Area, will erect a new paper and plastic research laboratory at the site of its plant at 7600 S. Racine avenue. This firm has expanded and diversified its line of containers to include plastic, glass, paper and other types of containers

and closures as well as cans. The research laboratory will contain 150,000 square feet of floor area, for which ground has been broken. Schmidt, Garden and Erikson designed the laboratory, and Bechtel Corporation is erecting it.

• **Argonne National Laboratory** near Lemont has awarded three construction contracts for research reactors to be completed late in 1960 and early 1961. Two of the units are zero power reactors for experimental work needed in the development of fast reactor concepts. The other facility, known as the "Juggernaut" is a special purpose reactor, also for research purposes. The two zero power reactors will be housed in a single building of 34,000 square feet and the "Juggernaut" will be in a separate structure of approximately 13,000 square feet. The buildings were designed by Skidmore, Owings and Merrill and Joseph J. Duffy Company has the construction contracts. The laboratory is operated by The University of Chicago on contract with the AEC.

• **I. S. Berlin Press**, lithographer and printer at 3201 N. Kimball avenue, is adding 125,000 square feet of plant and office space to its plant. Provision has been made in the construction for two additional floors later on. A. Epstein and Sons, Inc., architect.

• **Quaker Oats Company** is expanding its John Stuart Research Laboratories in Barrington to include the Mechanical Research Department now located at Akron, Ohio. Upon the completion of this expansion, all of the firm's research will be conducted at the Barrington laboratory including food, chemical and mechanical research. Included are additions totaling 25,000 square feet to the pilot building (where

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production for any of the firm's plants can be simulated on a pilot scale), machine shop, storage building and office. C. A. Tharnstrom, general contractor.

• **Spiegel, Inc.**, one of the big four mail order firms headquartered in Chicago, has acquired a large warehouse of approximately 400,000 square feet located at 2511 W. 23rd street. The building was formerly owned by the Illinois Bell Telephone Company. Due to enlarged sales, the building will be used by Spiegel for merchandise handling activities and clerical purposes.

• **Bridgeport Brass Company**, well known manufacturer of brass and copper tubing, wire and pipe, recently broke ground for the construction of an office and warehouse building in the Central Manufacturing District at 2051 N. 17th avenue, Melrose Park. The new structure of 40,000 square feet will replace the firm's present plant at 3453 W. 47th place. A. Epstein and Sons, Inc., architect; Roberts, Lang, Gray, Inc., general contractor.

• **Borg Warner Corporation** is erecting a 39,000 square foot warehouse building in the West Central Industrial District north of Roosevelt road between Clinton and Canal streets. The warehouse will be used for distribution of industrial parts and equipment by the firm's subsidiary, Borg Warner Service Parts Company. Northern Builders will

erect the plant. Stephen J. Nardi, broker.

• **Richards-Wilcox Manufacturing Company**, Aurora, producer of door hangers and tracks, conveyors and hardware specialties, is adding 50,000 square feet of floor area to its plant which will be utilized for warehouse and office facilities. Johnson and Johnson designed the new building, and Earl Little and Son, Inc., was awarded the general contract.

• **Moline Malleable Iron Company**, St. Charles, is adding 29,000 square feet of production floor area for increased production of malleable iron castings and power transmission chain. Schmidtke and Layer, architect and engineer; Charles E. Giertz and Son, general contractor.

• **F. H. Smith Manufacturing Company, Inc.**, producer of screw machine products and hardware, located at Warrenville and Lacey roads in Downers Grove. The new plant will be completed in the spring and was designed by Wight and Associates with Collins and Wilson, Inc., acting as general contractor.

• **Gulf Oil Company**, 526 W. Kinzie street, is erecting a new warehouse and office building at 7000 W. 60th street, to which the firm will move its entire central operations in the Chicago Area upon completion. Johnson and Johnson designed the building; Great Lake Contracting Corporation has been awarded



Engineers and architects A. Epstein and Sons, Inc. has begun construction of its third building addition in the past seven years at 2011 W. Pershing road. The project, with a construction value of \$250,000, will expand office area to 27,000 and provide for a total personnel of 300. The firm, currently ranked seventh largest in the country, has more than 150 building projects under way



the general contract. The new structure will contain 21,000 square feet of floor area.

• **Zigers, Inc.**, producer of window sash and weather stripping, is erecting a branch plant containing 20,000 square feet of floor area in Peotone in Will County. The new plant will be in operation early next year. Floyd Evans and Associates designed the structure and Paxton Construction Company is erecting it. The Firm is now located at 8090 S. Chicago avenue.

• **Bennison Bakeries, Inc.**, with bakeries located in Evanston, Glencoe, Glenview, Morton Grove, Northbrook and Winnetka, will consolidate its baking activities in a new plant now under construction in Wheeling. The new central establishment will contain 12,000 square feet of floor area and will employ approximately 70 people at the outset. Besides its retail outlets, above, the firm will supply baked goods to the Red Owl food chain stores. The centralized plant is being erected by Contract Engineers.

• **Ekco Products Company**, 1949 N. Cicero avenue, has acquired a modern one story plant in Franklin Park containing 180,000 square feet of floor area. The company manufactures housewares, cookware products and will utilize the newly acquired structure for light manufacturing in centralized shipping.

• **Rysdon Products Company**, 8800 S. Vincennes avenue, is erecting a new 22,000 square foot plant at 8749 S. Greenwood avenue. The firm manufactures metal doors and door hardware and will relocate its operations to the new plant upon completion next year. Klarich Construction Company, general contractor.

• **J. C. Jensen & Sons, Inc.**, 6614 W. Diversy avenue, fabricator of plastic and electrical insulated materials, has acquired 50,000 square feet of floor area to which the firm will move its entire operations. The move will give Jensen greatly increased production space. Arthur Rubloff and Company, broker.

• **Lampcraft Industries, Inc.**, 3948 W. Roosevelt road, has acquired

55,000 square feet of floor area at 501 W. 33rd street to which the firm will relocate. Van C. Argiris and Company, broker. Lampcraft manufactures lamps and lamp shades for domestic use.

• **Time, Inc.**, publisher of the weekly news magazine printed in Chicago, has acquired additional warehouse space at 237 E. Grand avenue. Arthur Rubloff and Company, broker.

• **M. P. Heinze Machine Company**, 6300 N. Northwest highway, producer of machinery, tools and stampings, is adding 14,000 square feet of floor area to its plant. I. A. Sugarman designed the structure, and H. Andrews and Sons, Inc., is erecting it.

• **Flexonics Corporation** in Maywood is erecting 13,000 square feet of floor area adjacent to its plant in Elgin. The additional space will be used for storage purposes. Flexonics makes flexible metal hose, tubing and bellows for industrial applications. Illinois Hydraulic Construc-

tion Company was awarded the general contract.

• **Vascoloy-Ramet Corp.**, a subsidiary of Fansteel Metallurgical Corporation, is expanding its Waukegan factory by 8,000 square feet of floor area. The firm produces tungsten, carbide tools, dies, and special castings. Haglund and Ames, Inc., general contractor. The additional floor area will be devoted to production purposes.

• **Janler Plastic Mold & Die Company**, 3517 N. Lincoln avenue, has purchased a 6,000 square foot manufacturing building at 5292 Northwest highway to which the company will move after extensive remodeling and air conditioning has been done. Davis, Pain and Company, broker.

• **Sandvik Steel, Inc.**, a subsidiary of a Swedish steel producer with United States headquarters in Fairlawn, N. J., has purchased a site in Edens Industrial Park for future construction of a Midwest warehouse. The firm now maintains offices at 230 N. Michigan avenue.

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• **American Chair and Cable Company** is adding 4,000 square feet of floor area to its warehouse in Melrose Park located on 2040 N. Hawthorne avenue. Ekroth, Martorano and Ekroth, architect; Joseph Bazoni, engineer; Charles B. Johnson and Son, Inc., general contractor.

• **Diamond Container Corporation**, 172 N. May street, has acquired new facilities at 7921 S. Greenwood avenue for its paper board box operations. J. J. Harrington and Company, broker.

• **Durkee Famous Foods**, a Division of the Glidden Company, located at 2333 Logan boulevard, is erecting 7,000 square feet of warehouse space at this location. Durkee manufactures shortening and cooking oils. Westing and Pence, architect; John F. Chapple and Company, general contractor.

• **Chicago Pre-Cast Products Corporation** of Franklin Park, has erected a new plant in Naperville containing 14,000 square feet of floor area. Robert A. Michalowski and Don C. Burns, architects.

• **Maco Industries, Inc.**, 4318 S. Paulina street, has acquired 9,000 square feet of floor area at 6200 S. Ashland avenue. The firm manufactures wheels and tires for industrial trucks, and will operate the newly acquired property as a branch plant.

• **B. F. Kitching and Company, Inc.**, 9047 Monroe avenue, Brookfield, is building a new plant in the same suburb at 8943 Brookfield avenue to which it will remove its entire facilities upon completion. The structure will contain 6,000 square feet of floor area and will be devoted to the production of musical instruments and tuning forks. Victor J. Pojman designed the building which is being erected by Michael Acerra.

• **Playskool Manufacturing Company**, 1750 N. Lawndale avenue, well known manufacturer of wooden toys for pre-school children, is erecting 12,000 square feet of floor space for the Hampshire Manufacturing Company, a Division of Playskool, in Hampshire, Kane County. John

F. Chapple and Company designed and is erecting the building.

• **A.B.T. Manufacturing Corporation**, a division of the Atwood Vacuum Machine Corporation in Rockford, has acquired an 8,000 square foot building at 3101 N. Lowell avenue which will be used for research and development. J. H. Van Vlissingen and Company and A. Jules Milten, brokers.

• **Symons Clamp & Manufacturing Company**, 4249 W. Diversey street, has purchased two tracts of ten acres each for future use as a plant site. The two properties are adjacent on Touhy avenue near Wolf road in Maine Township. The land will be used for expansion, and no plans are currently on the boards. Philip M. Cornes, broker.

• **Frederick Cooper Studios, Inc.**, manufacturer of lamps and lamp shades, located at 729 N. Milwaukee avenue, has acquired 40,000 square feet in a building at 440-472 W. Superior street to which the firm will move its entire operations. Arthur Rubloff and Company acted as broker.

• **Harry H. Rogers Company, Inc.**, 5331 S. Cicero avenue, is erecting an addition to its office and warehouse facilities containing approximately 7,000 square feet of floor area. The firm produces chemicals and solvents for the graphic arts industry. Ray F. Carlstedt designed the building.

• **Autoresearch Laboratories, Inc.**, formerly a part of the Armour Research Foundation and but recently organized on its own, has acquired a 23,000 square foot building at 6747 W. 59th street where it will engage in testing of fuels and lubricants for all oil companies and additive suppliers. Davis, Pain and Company, broker.

• **Kitzelman Sheet Metal Works**, 4338 S. Cottage Grove avenue, manufacturer of sheet metal fabrications for domestic and industrial ventilating and air conditioning equipment, has acquired a building at 3334 W. Newport street, containing 7,000 square feet of floor area, for which J. J. Harrington and Company acted as broker.



# Transportation and Traffic



**A** REPLY filed with the Interstate Commerce Commission jointly by the Chicago Association of Commerce and Industry and the Chicago Regional Port District asks denial of a petition filed by three railroads asking reconsideration, rehearing and postponement of the effective date of the order in No. 32023, Chicago Regional Port District, et al., v. The Atchison, Topeka and Santa Fe Railway Company, et al. In its report of January 22, 1959, the commission ruled that the free time permitted by the railroads for unloading cars of export traffic at Chicago and other lake ports was unjust, unreasonable and unduly prejudicial to those ports and unduly preferential of the tidewater ports to the extent that it is less than seven days. On October 23, 1959, three of the defendant carriers, the Minneapolis, St. Paul and Sault Ste. Marie; Chicago, Milwaukee, St. Paul and Pacific; and Chicago and North Western Railroads, petitioned the commission for reconsideration, rehearing and postponement of the effective date of the entire order alleging that to the extent it would apply at Superior-Duluth and Great Lakes ports other than Chicago went beyond the scope of the issues raised in the complaint. The reply filed by the Association and the Port District said "there is no sound reason why the order should not be permitted to become effective at the Port of Chicago without further delay. If the commission concludes there is sufficient merit to the defendants' petition to justify a reappraisal of the finding in No. 32023 to the extent that it affects the Port of Superior-Duluth or any other port on the Great Lakes with the exception of Chicago, such reappraisal should be made the subject of a proceeding limited to Great Lakes ports other than Chicago. The

matter of free time at the Port of Chicago has been decided upon, a full and complete record and that decision should be permitted to stand. The commission and the parties to the Docket No. 32023 proceeding expended considerable time and effort in bringing the case to a conclusion and it would be unreasonable to reopen the entire proceeding at this late date because of certain alleged circumstances and conditions at the Port of Duluth-Superior."

• **House Armed Services Unit Reports on Capability of Transport Industry:** The transportation subcommittee of the House Armed Services Committee terms our nation's transportation system "a picture of obsolete equipment, nineteenth century economics and laws, and antiquated thinking." The report of the committee results from hearings it held last summer on the capability of our country's transportation industry in case of mobilization. The committee's report said: "The history of transportation is the history of adjustment to new situations that are constantly arising in a dynamic economy. Knowing its importance, one would expect that this great industry would be striding forward with giant steps to keep pace with all of the incredible achievements of our times. On the contrary, the picture that emerged from our hearing was one of a plethora of outdated and outmoded equipment, deferred maintenance, inadequate highways, depressed earnings, claims of unfair tax regulations, favored treatment of one mode over the other by subsidization, and the like, all of which reflected an unenviable state of suspended animation, detrimental to the economy and dangerous to the defense of the country." After commenting on the testimony of representatives of the various modes of



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transportation, the subcommittee declared: "We do not wish to leave the impression that the fault is all with representatives of transportation. On the contrary, the government bodies most concerned with the health and economic well-being of transportation showed all too little regard for this situation. They tended, rather, to view the present condition of transportation as adequate to perform the task it may be called upon to accomplish, with some possible soft spots. There was no indication of any new thinking in this field, but rather an obvious dependence on past experiences for guidance."

• **Motor Carriers' Net Income** Rises Nearly 300 Per Cent in First Six Months of 1959: "Net income after taxes of Class I intercity motor carriers of property rose from \$15,921,709 in the first half of 1958 to \$63,256,085 in the corresponding period of 1959, an increase of nearly 300 per cent," according to the October, 1959, issue of Transport Economics, published by the Interstate Commerce Commission. "Total op-

erating revenues," the report continues, "increased 22.5 per cent from \$1,841.4 million in the 1958 period to \$2,254.9 million in 1959. Total expenses, including operating taxes and licenses, were up 18.7 per cent. The operating ratio decreased from 97.4 per cent in the first half of 1958 to 94.4 per cent in 1959." The report added that "truck and tractor miles operated by these carriers in the first six months of 1959 were 19.2 per cent above those operated in the 1958 period and the tons of revenue freight transported were up 18.1 per cent. Between the same two periods, the tons of revenue freight carried by Class I railroads increased 16.5 per cent."

• **U. S. Leads All Nations in Jet Planes and Passenger Miles:** U. S. airlines last June were already flying more jet planes and passenger miles than those of any other country, a Civil Aeronautics Board survey discloses. Four jet-equipped U. S. carriers flew 3.1 million plane miles during the month, 45 per cent of the world's total. Aeroflot, the only jet-equipped Soviet carrier, accounted

for 35 per cent of the world mileage, the board said. To the United Kingdom went the credit for the most extensive network of jet routes at the time of the survey—32,754 miles. Aeroflot had 21,096 miles and the U. S. lines 26,055 miles. Aerolineas Argentinas, the only Latin American jet operator, was next with 16,640 miles. The board said it had every expectation that the United States would increase its leading share of world jet traffic.

• **Parcel Post Rate Increase Approved By I.C.C.**—Effective February 1: The Interstate Commerce Commission has authorized an increase in parcel post and catalog postage rates estimated to yield the Post Office Department an additional \$88 million annually. The rate advance will range upwards to 35 per cent and average about 17.1 per cent. The increases were requested by Postmaster General Summerfield in his petition filed November 28, 1958, and assigned for investigation by the Commission under Docket No. 32158, Increased Parcel Post Rates, 1957. The new rates will become effective February 1, 1960.

• **N.Y.C. Railroad Invests \$5 Million in Flying Tiger Line Notes:** The board of directors of The Flying Tiger Line has approved the sale of \$5 million of 5½ per cent convertible notes to the New York Central Railroad, Samuel B. Mosher, chairman of the board of Flying Tigers, has announced. The proceeds to be drawn down in 1961 will be used for the purchase of additional aircraft. Flying Tigers is the world's largest freight and contract airline, operating domestic air freight routes across the United States and overseas contract services to Europe and the Orient. In discussing the sale of its bonds to the New York Central, Robert W. Prescott, president of Flying Tigers, said: "Studies of the rapidly growing air freight market, coupled with our company's increase in business of 33 per cent this year, convince us that Flying Tigers will need additional equipment to handle the expanding business. This investment by the New York Central in the future growth and prosperity of our company assures us of adequate financing to meet this need. This equipment will be in addition to that already on order."

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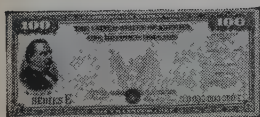
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COMMERCE MAGAZINE





## Here, There and Everywhere

(Continued from page 12)

which may be kept in the account. However deposits or withdrawals must be made in amounts of even thousands. A \$10,000 account, for example, will earn \$25 every month, with the depositor receiving a monthly cashier's check for this amount.

• **Interstate Income Law**—A 64 page book which shows how the new federal Interstate Income Law affects interstate business operations has been published by Commerce Clearing House, Inc. The background leading up to the legislation is examined to show what Congress has attempted to do; the statute is given in full text and a complete explanation is included.

• **Inside Story of Business Men**—An account of the men who run American business and industry—their public and private lives, personalities, opinions, ambitions and achievements, has just been published by Harper & Brothers. Titled "Men at the Top," the book is written by Osborn Elliott, managing editor of Newsweek.

Included are accounts about several prominent Chicago Area businessmen, among them Joseph L. Block of Inland Steel Co., Wayne A. Johnston of Illinois Central Railroad, John A. Barr of Montgomery

Ward & Co., Conrad N. Hilton of Hilton Hotels Corp., Meyer Kestnbaum of Hart Schaffner & Marx, Charles H. Percy of Bell & Howell Co. and Robert W. Calvin of Motorola, Inc.

## Salesmanship

(Continued from page 32)

direct mail selling, even to dealers, was cheaper because of the limited number of orders the mobile unit brought in.

Further, the law—not just economics—can trip up the mobile operator. That's because there are a good many other businesses and professions besides banking in which mobile operations are restricted. California last year, for example, ruled against the use of mobile units in the practice of optometry. In the same state, though, a man who sells jewelry to migrant farm workers from a trailer is also reputed to be doing a land-office business finding brides for the laborers, for a fee, of course.

The fact that a wide variety of conservative business institutions are finding the wheel an increasingly useful sales tool would seem to indicate that problems, in a great many cases, are not insurmountable.

W. C. Strumpell, President of Western Devices, Inc., of Inglewood, Calif., which utilizes a trailer to

show its sheet metal work to the missile and aircraft industry, calls it "the most effective selling means I know. It's especially useful," he says, "to demonstrate quality on the premises of the prospect. A trade show is the next best place but there, the prospect's time is generally more limited and he wants to get on to the other fellow's booth."

Maurice Levy, who tours Oregon, Washington and Idaho with children's clothing for sale to department and specialty shops, cites another advantage of putting a prospect into a trailer. Says he: "When a customer is in your trailer, no telephone can get to him. It's easier for him to concentrate on your merchandise." An added feature, says he, is that a buyer doesn't have to get "dressed up" to look at the line parked outside his door, though the buyer might feel obligated to do so if it were shown, say, at a hotel.

An importer of German printing presses, whose prospects are often busy day and night and are widely dispersed in remote regions, says the mobile unit he uses for demonstrating six models of presses permits him to get by "with nine showrooms instead of the 15 I'd otherwise need to do the same volume of business." A mobile unit can help cut down product inventory, as well, says a spokesman for North American Aviation, Inc., which uses trailers to sell safety shoes to workers at various North American plants, thereby reducing the need to stock them locally.

## Complex Apparatus

Electronics concerns, especially, are finding mobile equipment useful for selling their complex, costly and often sensitive apparatus. The Ampex Corporation of Redwood City, Calif., has an investment of about \$180,000 in a trailer it recently put on the road. It is designed to sell \$49,000-and-up videotape recorders to television stations. The fact that the unit can be operated inside a trailer is being used as a further selling point to studios anxious to step up their on-the-spot video coverage. A top executive selling electronic instrumentation says his trailer not only eliminates the physical problem of handling the bulky, fragile units but also saves "invaluable time that might other-

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wise be required to "de-bug" it once it was set up on the prospect's premises."

A manufacturer of hand and power tools says his trailer-going salesmen have written as much as \$6,000 worth of business in a single call. "That's about twice as much as he could otherwise hope to write if he went in there just with his catalog as he used to do," says he. The reason he gives: Three dimensions are more effective than the printed page.

Herbert Dales, Industrial Sales Manager of the Coated Abrasives Division of the Carborundum Company in Niagara Falls, N. Y., says the show-live and film—that is put on inside of his company's red, white and blue-painted van "has brought us some customers we never suspected were prospects." One: a maker of cement block facings who had Carborundum develop a smoothing abrasive for him which it

didn't previously have on the market. The self-sold customer originally entered the trailer with a friend merely to see the show.

As a means of crash-programming the introduction of a new product, the wheeled vehicle rates a premium, manufacturers maintain: the Charles Bruning Company of Mount Prospect, Ill., for one, is pleased that it put its new copying machines into a trailer in order to quickly acquaint office managers, architects and engineers in the Kansas City region with capabilities of the machines.

As for premiums themselves, Top Value Enterprise, Inc. of Dayton, Ohio, uses a specially built truck trailer to quicken customer interest in trading stamps awarded by participating merchants. More than 200 items ranging from ping pong paddles to fine china are displayed in the mammoth vehicle.

The variety of uses for mobile



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equipment, in fact, seems endless. In Texas, for example, the Beltone Hearing Aid Company demonstrates the effectiveness of its tiny ear accessories from a trailer made by a concern that also makes mobile motels (to go where the crowds are) and mobile cafes (where customers can sit down and dine at the counter.) In Kalamazoo, Mich., Hammond Machinery Builders Inc. puts a converted bus on the road to show machinists and their bosses exactly what its new electrolytic grinders can do. In Hollywood, Calif., Capitol Records Inc. parades new model stereo phonographs before music dealers who might not get around to seeing them in distributor and factory showrooms until much later.

Even farmers attending the State Fair in Iowa are not immune to so urban a pitch as that of a telephone company plugging its color phones. The General Telephone Company of Iowa pulled that one off successfully recently in a fully equipped mobile unit of its own.

## Outlook for Construction

(Continued from page 19)

is relatively good. New shopping centers continue to be planned, although more selectively and at a slower pace than a year or two ago. The demand for industrial property is strong and the Chicago region should reflect a firm national pattern. The stimulus of economic activity associated with the St. Lawrence Seaway is a favorable factor in industrial construction.

The Chicago region is undergoing some rather basic changes with respect to total housing demand. The

in-migration of non-white population has slowed considerably within the past year or two. The number of dwelling units changing from white to non-white occupancy in 1959 will be the lowest in about ten years. A relative relaxation in the demand for labor has played an important role in this change. White in-migration is also declining.

There has been a gradual improvement for a number of years in the housing supply as the result of substantial new building. As an example, the percentage of newly married couples planning to live with others has shown a consistent decline in each of the past five years. For the past twelve months there has been virtually no advance in the general level of rentals, despite a 12 per cent-15 per cent rise in real estate taxes. Older rental units show the highest vacancy rate since the early 1940's.

## Outlook for Agriculture

By Leonard J. Haverkamp

Economist, Wilson and Company

**M**IDWEST agriculture is entering a new year with grain bins bulging, and with feedlots well loaded with livestock. Unless drought intervenes, total agricultural output in 1960 promises to continue at the high levels which featured most of the decade of the 1950's.



The record-shattering 1959 corn

crop of 4.4 billion bushels was over 600 million bushels larger—16 per cent—than the year-earlier crop. More livestock on farms than a year ago will absorb part of this increase, but on the order of 500 million bushels of the 1959 harvest appears destined for government storage.

With a corn support price of \$1.12 per bushel (national average), the government is in a position to, in effect, outbid livestock for a sizable part of the 1959 corn crop. The 1959-60 feeding year will be the eighth in succession that feed grain inventories have increased. By October 1, 1960 the total national feed-grain carryover is expected to reach 80 million tons; informed observers consider 20 million tons a normal carryover.

As pointed out in accompanying Outlook statements, consumer incomes are likely to continue at high levels during 1960, and this quite probably means that a strong consumer demand for farm products will prevail. Such a demand situation will provide important market support to products of animal agriculture and will, in fact, make it possible for prices of such products as milk, poultry and eggs—where supplies in 1960 seem unlikely to expand materially—to at least equal or perhaps exceed year-earlier levels.

## Increased Marketings

Cattle and hogs are both in those stages of their respective production cycles which should provide expansion in marketings in the year ahead. In the case of cattle, increased marketings of both fed and nonfed kinds seem likely. Given fairly favorable weather—so that drought does not speed up the marketing rate—an overall increase in beef production during 1960 of 5 to 10 per cent seems a reasonable expectation. Such an increase would likely move into consumption at prices only moderately lower than those prevailing in 1959.

Hog numbers have climbed sharply during the past two years, and production now appears to be leveling off. A total 1959 pig crop of about 104 million head was fully 18 per cent larger than the crop of two years earlier. During roughly the first half of 1960, hog marketings may continue to run well over year-

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earlier levels. However, during the remainder of the year, both marketings and prices may correspond closely to the same period of the previous year.

By way of summary, 1960 may see moderately lower cash farm income from such enterprises as cattle and hogs, and income as high as or higher than in 1959 from such products as milk, poultry and eggs. Overall, present prospects point to a slightly lower cash farm income in 1960.

## Outlook for Finance

By John K. Langum

President, Business Economics, Inc.

**D**EVELOPMENTS in the field of finance during 1960 both in the nation and in the Chicago area will largely be determined by the strong outlook for business conditions. It appears likely that economic activity in 1960 with some exceptions, such as residential construction and some areas of agriculture, will be at a high and rising level. In turn, this means record corporate profits, a high volume of saving, even higher demands for funds, and continued problems of tight money. Certainly, in these circumstances the Federal Reserve will continue a much needed policy of monetary restraint.



## Industrial Production

If the index of industrial production reaches a new record by the second quarter of 1960, say 160 or more compared with the previous high of 155 in June, 1959, just before the steel strike, corporate profits in the second quarter of 1960 will reach a new high rate, exceeding even that of the second quarter 1959. With relatively low payout ratios, significant dividend increases should come along. At the same time, corporations will utilize retained earnings and record depreciation accruals to finance rising levels of business expenditures on plant and equipment. Substantial inventory accumu-

lation lies ahead, not only as a result of rebuilding of steel inventories, but also because business inventories as a whole were at quite a low level in relation to sales even after the substantial accumulation noted before the steel strike. As a result, commercial and industrial loans will probably record a very substantial increase during 1960, with a higher prime commercial loan rate being quite likely. Furthermore, corporate security offerings may show a surprising rise. If this happens, corporate bond yields will rise further, for recent offering yields on new issues, slightly below earlier levels, have been maintained in spite of a slight calendar of corporate offerings, in fact the lowest since 1954.

The net increase in consumer credit will continue to be substantial, particularly with a boom automobile year. Residential construction is being curtailed by higher interest rates and by diminished availability of funds. State and local security offering at a high level may likewise be restrained by tight money.

The level of Federal expenditures will reach a new record high in the fiscal year which begins on July 1, 1960, exceeding even that of the high year of World War II.

## Expenditure Programs

Between built-in increases in certain expenditure programs and the impact of the steel strike on anticipated revenues, it appears now that the budget in fiscal year 1961 will not be balanced. At the same time, it must be remembered that any cash deficit in either fiscal year 1960 or 1961, even though they occur in good times when we should have significant surpluses, will be slight as compared with the excess of cash outlays over cash receipts of 13 billion dollars in fiscal year 1959. While the Treasury may well be over the worst problems of debt management, it is very important that the ceiling on the interest rates on bonds be raised. Furthermore, accentuated pressure on the short-term market will likely arise from net reduction in bill holdings of corporations.




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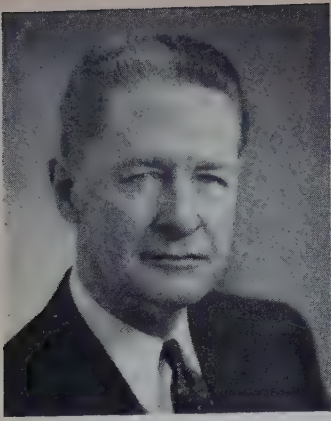
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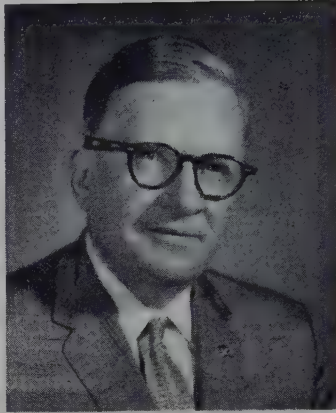
# ASSOCIATION

## PHOTOGRAPHED

## *in action!*



James E. Rutherford, Vice President in charge of Mid-American operation of the Prudential Insurance Company of America has been named to the Vice Presidency of the Community Development Division of the Association. Rutherford, a Director of the Association since May, 1957, replaces the late Earl Kribben, who died last May. As head of the Community Development Division, Rutherford will direct activities of the Division's seven committees which comprise more than 350 business executives.



Myron H. Fox, President and Director of Bell Savings and Loan Association, is a new member of the Board of Directors of the Association. Fox replaces James E. Rutherford, recently elected Vice President of the Community Development Division. Fox's appointment became effective November 24 and his term extends through 1960. Fox, President of Bell Savings since 1955, was one of the founders of the firm in 1925.



Members of Japan's Economic Trade Mission and leading Chicago businessmen hear remarks by Bert R. Prall, Chairman of the Federal Reserve Bank of Chicago, concerning Chicago's importance in world trade. The Association frequently works with the International Cooperation Administration in explaining the merits of America's free enterprise system to foreign businessmen.

Chairman Thomas C. Hope (left) receives congratulations for outstanding service to the Industrial Traffic Council from Stuart S. Ball, General Secretary of the Association. Hope is General Traffic Manager of Montgomery Ward.







The Governmental Affairs Committee's fourth session on Practical Politics meets in the Association's Conference Room with discussion leader Professor Joseph Bindley of Knox College. The next session begins January 21, 1960



Charles B. Randall, Vice President of the Association's Governmental Affairs Division, testifies for the Association at public hearings before the Chicago City Council on the 1960 budget for the City of Chicago



Dr. John A. Wilson, Professor of Egyptology of the University of Chicago, discusses the present crisis in Egypt with members of the Association's Illinois Committee



Prior to a meeting honoring the Belgian Special Economic Mission to the United States, Association President Paul W. Goodrich welcomes Gaques Mertens De Wilmars (second from right), Executive Assistant to the Prime Minister of Belgium. With them are the Honorable Charles F. Carpentier (left), Secretary of State of Illinois and Raymond Pulinckx, Executive Assistant to the Minister of Economic Affairs of Belgium



## Committee Honors 4-H Boys and Girls

For the 38th consecutive year, members of the Illinois Committee and the Agricultural Council of the Association on December 4 hosted a luncheon for the Illinois delegation of 40 4-H boys and girls to the annual 4-H Congress in Chicago.

Members of the Illinois Committee again made cash awards covering the expenses of the outstanding boy and girl of the Illinois delegation to the Congress. The awards, paid for personally by the committee members, were made this year to Tom Young, Route 1, Champaign and Sara Wiggers, Route 2, Lincoln, Illinois.

The awards were made at the luncheon held in Founders Hall, Saddle & Sirloin Club, Union Stockyards. In attendance were 60 members of the Illinois Committee and the Agricultural Council.

## CACI ANNUAL MEETING FEBRUARY 10

The Annual Meeting of the Chicago Association of Commerce and Industry will be held in the Grand Ballroom of the Palmer House 12:15 p.m. Wednesday, February 10, 1960, Paul Goodrich, Association President, announced.

The Annual Report of the Association will be published in new format as a special section of **COMMERCE** for February. The Annual Report Section will be distributed at the Annual Meeting, Goodrich said.

## Trade Fair Buyer Promotion Launched

A Chicago headquartered advertising agency, Marsteller, Rickard, Gebhardt and Reed, has been named to direct the buyer attendance campaign for the 1960 International Trade Fair, according to Richard Revnes, Fair Managing Director.

The 1960 Trade Fair, sponsored by the Association, will be held at Navy Pier, June 20 through July 5 and is expected to attract more than 900,000 visitors.

"Though more than 30,000 buyers attended the 1959 Fair," Revnes said, "we hope to attract even more for our 1960 Fair. We are fortunate that the agency will work toward this goal and we believe that the agency will perform a great service to Chicago by helping to emphasize the city's importance in the field of world trade."

## Calendar of Association Events

- |                   |   |  |
|-------------------|---|--|
| Dec. 15           | Membership Meeting; P. H. Danly, President, Danly Machine Company, Host.  | Association Conference Room<br>12:15 p.m.  |
| Dec. 16           | Membership Meeting; W. S. Kerr, Vice President and Business Manager, North Western University, Host.<br>Junior Co-Ordinating Committee Meeting; G. Edward Dahlin, Chairman.   | Association Conference Room<br>12:15 p.m.<br>Swedish Club<br>12:15 p.m.                |
| Jan. 6            | Subcommittee on Merit Employment—Education Committee.   | Association Conference Room<br>2:30 p.m.   |
| Jan. 7            | Practical Politics Session; Speaker: Hon. William H. Robinson, Representative, Illinois General Assembly—"Responsibility of a Republican Ward Committeeman."<br>Industrial Traffic Council Meeting; G. J. Werner, Chairman. | Palmer House<br>Crystal Room<br>12:15 p.m.<br>Traffic Club, Palmer House<br>12:15 p.m. |
| Jan. 7, 14,<br>21 | Illinois Committee Luncheon Meeting, Melvin Kurtz, Chairman.  | Association Conference Room<br>12:00 p.m.  |
| Jan. 14           | Floodlighting Clinic Meeting sponsored by Chicago Lighting Institute in cooperation with the Chicago Association of Commerce and Industry.  | Chicago Lighting Institute,<br>140 S. Dearborn<br>9 a.m. - 5 p.m.                      |
| Jan. 21           | Practical Politics Course No. 5—1st Session; Robert W. Murphy, Chairman, Governmental Affairs Council. Discussion leader: Joseph H. Bindley, Professor of Political Science, Knox College.                                  | Association Conference Room<br>3:30 p.m.   |
| Feb. 10           | Annual Meeting of the Chicago Association of Commerce and Industry.   | Palmer House,<br>Grand Ballroom, 12:15 p.m.  |



## Profit Sharing Survey Shows Employer Benefits

Does profit sharing with employees help firms enjoy greater profits, and better employee relations? How widespread is the practice and how important is it in overall fringe benefits given employees?

Some answers to these questions and others have emerged from an Association survey conducted by mail among member firms. The Division of Research and Statistics reports that 306 of 677 firms responding to a questionnaire reported profit-sharing plans, some 43 per cent of the firms replying. According to De Ver Sholes, Division Director, this percentage probably is higher than that which exists throughout business and industry in the Area.

The majority of firms sharing profits—59 per cent—have been doing so for six years or more. Thirty-seven per cent have shared profits for 11 years or more. Only 10 per cent have installed such plans in the past year. The largest number of new profit sharing plans is among financial firms—17 per cent of those replying.

In the construction industry, four per cent of the firms began the practice less than a year ago while 52 per cent have adopted it within the past six years.

Nearly 100 per cent of executives in profit sharing firms were eligible to participate in their company's plans. Ninety-five per cent of all firms included employees at the supervisory level in their profit sharing. Below the supervisor level, 84 per cent of office workers and 56 per cent

of plant workers shared. Only 23 per cent of profit sharing firms reported union members eligible. Among manufacturing firms, though, 34 per cent reported union members participate in profit sharing. Of 145 manufacturing firms with profit sharing, 69, slightly less than half, had no union. Nonunion firms made up an aggregate force of about 21,000 employees.

Of the 306 firms with profit sharing, 43 per cent declared this to be the most beneficial to the firm of all fringe benefits given employees. Fifty-four per cent of retail and wholesale firms, 52 per cent of construction industry firms, 37 per cent of manufacturers and 25 per cent of transportation and public utilities firms indicated their belief that profit sharing was of greater benefit to the employer than any other fringe benefit.

Fifty-three per cent of profit sharing firms reported that profits had increased due to profit sharing. Eight per cent said profits had decreased because of profit sharing. Labor turnover was said to have been decreased by 67 per cent of profit sharing firms.

Eighty per cent of firms indicated that there had been no change in wage rates due to profit sharing, but 55 per cent said that there had been an increase in output per manhour with profit sharing. Selling prices of goods and services were unaffected by profit sharing, 89 per cent declared.

## 1960 Honor Awards Program Opens

Announcement of the opening of the 1960 Honor Awards Program which cites outstanding examples of contemporary Chicagoland architecture has been made by the Association and the Chicago Chapter of the American Institute of Architects.

The annual event, now in its sixth year, will be climaxed with the presentation of awards to Chicago architects, builders, craftsmen and building owners at the Annual Honor Awards Luncheon to be held April

13, 1960. The May issue of COMMERCE will carry a special section of pictures and text covering the awards.

The program is co-sponsored by the Association and the AIA to encourage continued excellence in architectural design and related arts and craftsmanship. It offers civic recognition for superior design and construction of buildings completed in the Chicago Metropolitan Area during the past five years.

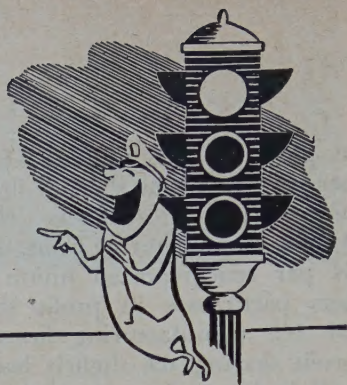
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# Stop me...If...



Mother and Father (alarmed when their tot opened the door on their return after an evening out): "What are you doing opening the door?"

Tiny Tot: "Shhh! I was watching for you, Mommy. The baby sitter's asleep and I didn't want you to ring the doorbell."

A hillbilly was hauled into court for fighting. "Tell your side of the story," said the Judge.

"Well, I was in the phone booth talkin' to my girl when this guy wants to use the phone. He opened the door, grabs me by the neck and tosses me out of the booth."

"Then you got angry?" asked the Judge.

"No," the hillbilly replied, "I really didn't get mad 'til he grabbed my gal an' threw her out, too!"

He: "Do you think kissing is unhealthy?"  
 She: "I dunno, I never..."  
 He: "You've never been kissed?"  
 She: "I've never been sick."

An indignant home owner living on a 470-foot long street in a new subdivision petitioned the city to correct a typographical error. They said the roadway passing their home was supposed to be called "Viscount" street. When maps were recorded and street signs installed the name read "Discount" street.

A wrestler had spent a long evening with friends at the village tavern. They showed him a quick way home across the fields, forgetting that the local bull was loose.

The bull attacked, but found itself gripped by the horns and lugged about the field until it managed to free itself and bolted.

"Too bad I had those last two drinks," said the wrestler. "I would have got that guy off his bike."

Female patient: "I dreamed I was walking down the street with nothing on but a hat."

Psychiatrist: "Were you embarrassed?"

Female patient: "Terribly. It was last year's hat."

The major looked up from his desk at the private first class and snapped:

"Now really, I ask you, in civilian life would you come to me with a puny complaint like this?"

"No, sir," was the reply, "I'd send for you."

A fortune teller cost Mrs. C. her husband, she testified in Domestic Relations Court in seeking a divorce.

"What was your trouble?" the judge asked.

"Well, a fortune teller told him to go to Detroit where he could make more money," she said. "So he went. He'll be gone three years next month."

A lawyer dropped in at the corner butcher shop and got into quite a conversation. "What would you do, sir," asked the butcher, "if a dog kept coming in and stealing meat?"

"Why, I'd make the owner pay for it, of course."

"In that case you owe me \$15," the butcher said, elated, "because it's your dog."

The lawyer smiled. "Fair enough," he agreed. "Just deduct the \$15 from the \$25 you owe me for advice."

The prisoner's attorney was at a dead end. "Jim," he said, "I filed a motion in Justice of the Peace Court in your behalf, and we got denied. Then I filed a Writ of Habeas Corpus in your behalf in Circuit Court, and we got denied. Next I filed an appeal with the State Supreme Court. There, too, we were denied."

"Finally, I filed a Writ in the highest court in the land, the United States Supreme Court. Again it was the same old story."

"Now Jim, as your faithful counselor, I feel it is my duty to inform you that the only place left for you to file is the bars of your cell."

Cub Reporter: "What should I say about the two peroxide blondes who raised such a fuss at the ball game last night?"

Editor: "Why, just say the bleachers went wild."

"Oh doctor," said the young lady, "will the scar show?"

"That, madam," said the doctor, "is entirely up to you."

Proper young man from Boston (reproving his girl for putting on her gloves as they started down the street): "Where I come from, people would just as soon see a woman put on her stockings in public as her gloves."

Pert young lady from Texas: "Where I come from, they'd rather."



"Are you insinuating you can't afford to buy me a fur coat at this low price?"

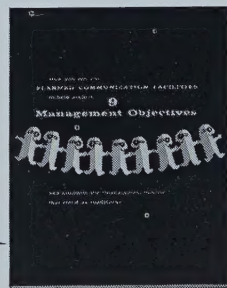




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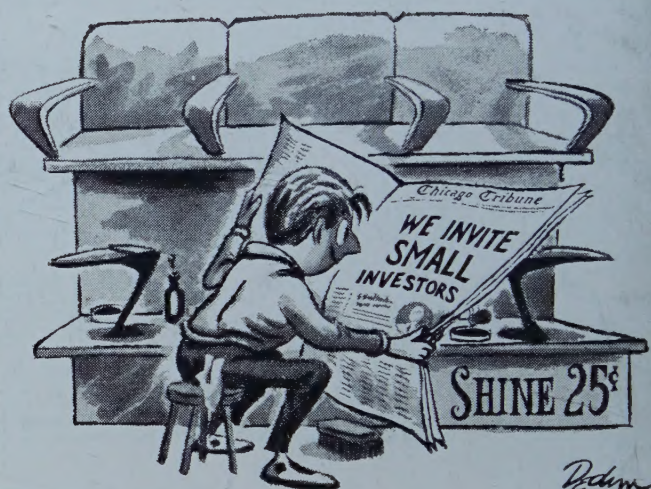
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